

LIFE



FISHERMAN

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"It's fun to be a Model Mother!"

says Taffy Wood



Making fashion headlines is the new Sally Victor hat that Taffy models...with its soft green veiling and white lilac clusters. Equally beguiling is Taffy's sunny smile...the smile she keeps so bright with Ipana Tooth Paste. How wise of Taffy! For more dentists recommend and use Ipana than any other tooth paste, a recent nationwide survey shows.



Follow your dentist's advice about gum massage. Correct massage is so important to the health of your gums and the beauty of your smile that 9 out of 10 dentists recommend it regularly or in special cases, according to a recently completed national survey! Help your dentist guard your smile of beauty.

P. S. For correct brushing, use the DOUBLE DUTY Tooth Brush with the twist in the handle (pictured above). 1,000 dentists helped design it!

IPANA TOOTH PASTE

Products of
Bristol-Myers



for your Smile of Beauty



You don't have to coax to get Melinda and Sheila out for a ride. No coaxing needed, either, when it comes to brushing their teeth with Ipana Tooth Paste! The whole family goes for

its lively, refreshing flavor. Try Ipana—you'll love the way it leaves your mouth so much fresher, your breath so much cleaner, every time you use it!

And she's a natural...
with a "model" smile that owes so much
to her Ipana dental routine!

JUST A YOUNG Riverdale, N. Y. mother? Yes—but a famous fashion model, too!

That's green-eyed Taffy Wood, whose heart-shaped face and sparkling smile have made her a favorite with top-flight fashion photographers.

Taffy is terrific in close-ups (not an easy job—you can't fool a camera at close range!) and she loves to do fashion shows. Like all successful models, she knows how important a "model" smile is to her career.

No wonder, then, that Taffy takes no chances with her precious smile! Even at her busiest (and she has two lively youngsters to take care of!) she never misses her prized Ipana dental routine: *Regular brushing with Ipana, then gentle gum massage.*

Taffy's the routine of so many successful models. Get started toward a "model" smile yourself—get a tube of Ipana today.



Daughter of a tennis champ, Taffy gets 6-year-old Melinda off to a good start on the courts. Off to a good start, too, when it comes to sound dental care. For Mommy knows that firm, healthy gums are important to sparkling teeth. If your gums flash a warning tinge of "pink," see your dentist. Let him decide whether yours is a case for "the helpful stimulation of Ipana and gentle massage."



We've outgrown the old size, too

The telephone facilities that seemed big enough before the war are not nearly big enough for now. So we've been hard at work on our biggest expansion program.

Just in the past year, we started work on 1500 new telephone buildings or additions to present buildings. In the three years since the war, we've added nearly 9,000,000 new Bell telephones. And still more are needed!



It shows how the Telephone Company must keep growing to meet your needs. To serve a nation like ours, the Bell System can never be too big.

We're going full speed ahead with this expansion program so that everybody, everywhere, can have more and better telephone service than ever before.

BELL TELEPHONE SYSTEM



WORLD BEATER

FOR JOHN COBB — FOR MAURI ROSE — FOR YOU!



Keep Your Engine Mobiloil Clean —
GET Mobiloil



AT THE SIGN OF
FRIENDLY SERVICE

Mobiloil

Helped Set World's Car Speed Record . . .
403 M.P.H. . . Helped Set New Indianapolis
Speedway Record 119.813 M.P.H.—
Economy Pace-Setter for Motorists, too

WHEN John Cobb chose Mobiloil for his record-breaking car—he asked no favors . . .

Neither did Mauri Rose—1948 Winner of the Indianapolis 500-mile Speedway Race . . .

Both depended on Mobiloil to protect their racing engines—the same quality Mobiloil that you get at your Mobilgas dealer's!

And what tests these racers gave it! . . . Cobb, at speeds well over 400 M.P.H.—Rose at a track record of over 119 M.P.H.!

Get the World's Quality Oil for your car—the oil that helps keep engines free of deposits—the oil for smooth, trouble-free performance—*Mobiloil!*

news about NYLON



NYLON IS STRONG! Here's the fisherman's new delight—nylon fly lines; nylon-strong, even when wet, yet smooth, light and resilient. Fact, too: they're fast-drying (no need for line racks), and are not weakened by rot or mildew.

DUPONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

TO MANUFACTURERS: Are there textile fibers in your product? Then you'll want to read "Nylon Textile Fibers in Industry." Write for it now!

NEW! FREE book for women, teachers, students—"About Du Pont Nylon." Write to Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.



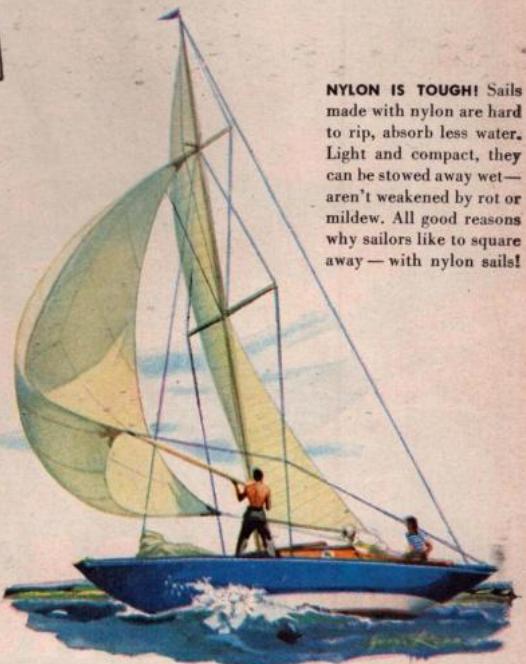
NYLON IS LIGHT! Light, airy, lovely is a nylon tulle capelet. Moonbeam-sheer—but surprisingly strong! It's a nylon-nice accessory with amazing resistance to wrinkling and crushing. Even a summer shower won't steal its fresh look.



NYLON IS LONG-WEARING! Sturdy nylon car upholstery is always a good traveler. Nylon's toughness takes wear and tear mile after mile. Keeps its good looks because nylon fibers are smooth—slow to soil, clean readily, stay fresh.



NYLON IS EASY TO WASH! Sweet to sleep in are long-wearing, lovely pajamas made with nylon. Wash like a breeze, dry quick as a nap. Because nylon can be "set," the p.j.'s hold their shape—keep fresh and new-looking longer.



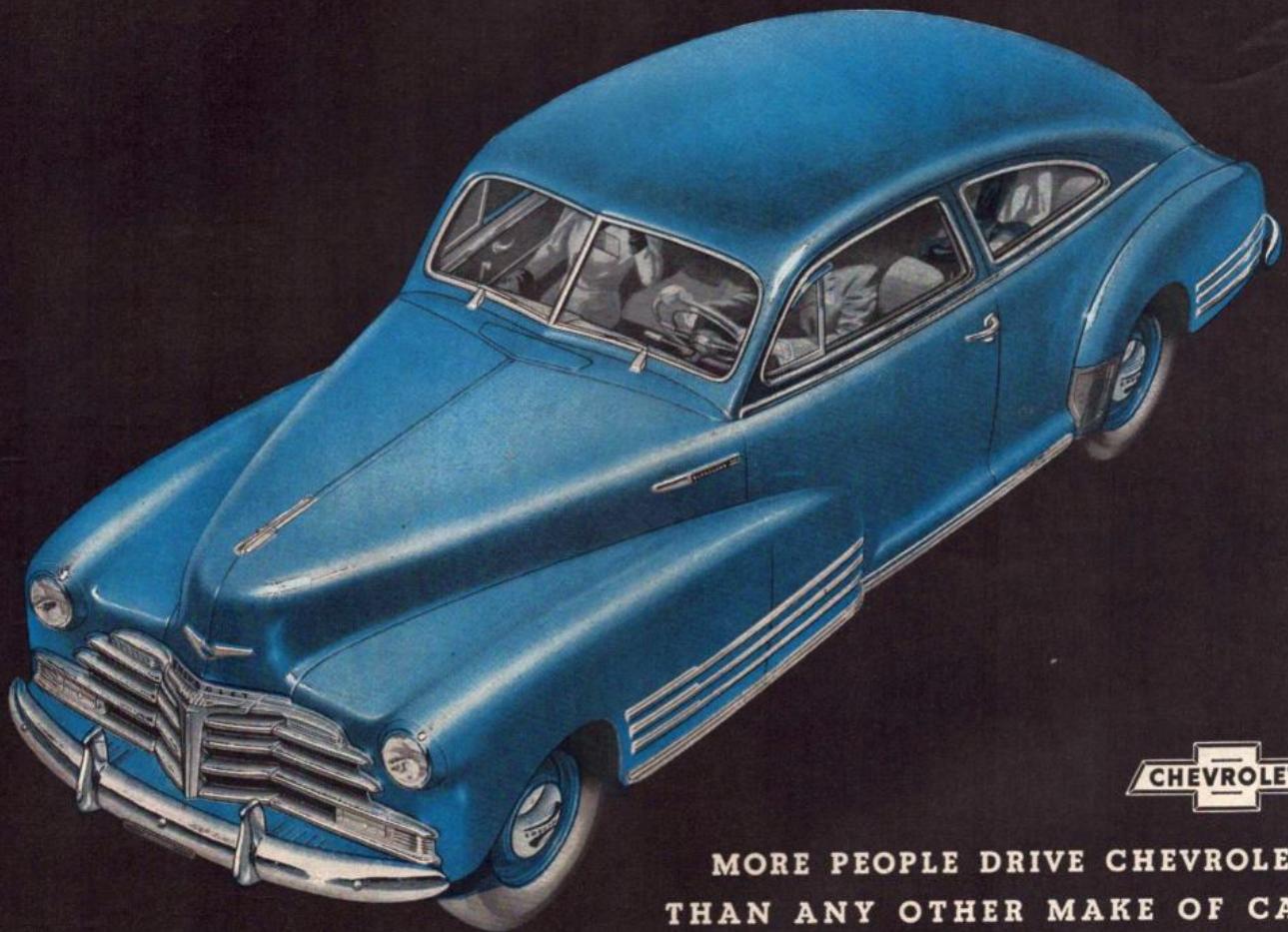
NYLON IS TOUGH! Sails made with nylon are hard to rip, absorb less water. Light and compact, they can be stowed away wet—aren't weakened by rot or mildew. All good reasons why sailors like to square away—with nylon sails!

FOR NYLON . . . FOR RAYON . . . FOR FIBERS TO COME . . . LOOK TO DUPONT

CHEVROLET

-and ONLY Chevrolet-

IS FIRST!

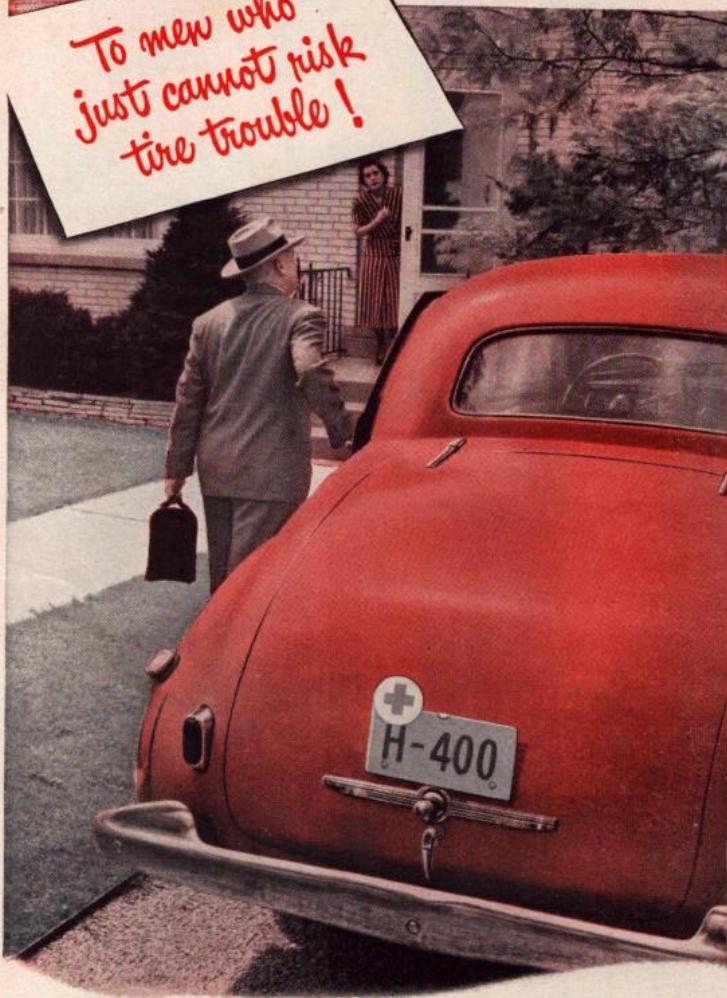


MORE PEOPLE DRIVE CHEVROLETS
THAN ANY OTHER MAKE OF CAR!

Amid all the claims and counter-claims about motor cars, here's your sure guide to value! America's most popular car for years, and America's most popular car today, is the new Chevrolet! Obviously,

there can be only one reason for this overwhelming preference, and that reason is more value—the outstanding value which identifies Chevrolet as the only car giving BIG-CAR QUALITY AT LOWEST COST!

To men who
just cannot risk
tire trouble!



DOUBLE protection against road hazards



TIP: You can forget flats when you use HOOD "400" or HOOD Low Pressure tires with HOOD Quick Seal tubes that seal punctures while you drive.



FOR yourself on serious business; for your family on gay pleasure trips . . . you can't buy greater tire safety than the *bodyguard* construction of America's quality tire . . . HOOD "400".

Bodyguard construction consists of two extra, strong layers of cord to soak up shock . . . like a baseball chest protector.

For even smarter appearance, for even greater riding comfort, choose the popular new HOOD "400" LOW PRESSURE cushion tire. Have your dealer show you why the HOOD LOW PRESSURE stands out as tops . . . the newest and greatest . . . with every famous HOOD "400" quality-economy-safety feature, including HOOD *bodyguard*!



HOOD
the tire with a
BODYGUARD

Hood Rubber Co., a Division of The B. F. Goodrich Co. Factories Coast to Coast: Akron, Ohio, Los Angeles, Calif., Oaks, Pa., Miami, Okla., Tuscaloosa, Ala.

LETTERS TO THE EDITORS

BIAS IN LIFE?

Sirs:

It is fortunate indeed that most Americans already know LIFE to be Republican. Otherwise they might be deluded into believing your coverage of the two leading party conventions was straight and honest reporting.

Lest some of them may not be as aware of the shrewdly calculated job of portraying the conventions along slanted lines as intelligent voters ought to be, I am taking both copies of LIFE (July 5 and July 26) into my classroom of 102 students studying political parties and I shall call their attention to the following facts:

1) Seven pages of coverage of the Democratic convention as opposed to 13 of the Republican.

2) Three views of President Truman as opposed to 26 various and assorted reproductions of the Dewey face and figure.

3) A comparison of captions and explanatory notes, such as, "Dewey . . . stepped up . . . to make a remarkably earnest and humble acceptance speech." And, "President Truman did the damnedest thing of all . . . the Missourian had decided to campaign like 'a county sheriff in the Ozarks.'"

4) Emphasis on the less appetizing aspects of the Democrats' fight, with little or no attention given to the disgruntled and dissatisfied Stassen, Taft and Halleck forces.

And so it shall go. When I am finished with my comparison, my 102 students (of whom some 90 are veterans) will be somewhat better-informed Americans who may in the future start looking for just such significant "attitude-conditioners" as your magazine has demonstrated.

MARIAN E. RIDGEWAY
Instructor in Political Science
University of Missouri
Columbia, Mo.

• While LIFE reserves its right to political opinions just as do other members of the free American press, it endeavors to cover the news objectively. Reader Ridgeway might carry the following into her class along with the July 5 and July 26 copies of LIFE.

1. The space given the two conventions was determined by their relative news value. The Republican convention, a wide-open race among several candidates in the most crucial party convention in 16 years, was well worth the 13 pages given it. On the other hand the nomination of Truman at the Democratic convention was a foregone conclusion, leaving little of interest beyond the selection of a running mate and the civil-rights fight, one of the "less appetizing aspects" to which Miss Ridgeway objects.

2. Six, not 26, individual pictures of Dewey were printed in the convention story.

3. Columnists Joseph and Stewart Alsop, not LIFE, coined the phrase "like a county sheriff in the Ozarks."

4. Two pages were devoted to the unsuccessful efforts of Dewey's opponents to defeat him, the same space that was devoted to the uprising of the Mississippi delegation at the Democratic convention.—ED.

THIRD POSITION

Sirs:

In your article on the Children's Ballet School (LIFE, July 26), you say the girls are in third position. It looks more like fifth position to me and I've taken ballet for two years.

JOAN MICKELSON

P.S. I read somewhere that Chinese editors purposely inserted errors in their periodicals by which they could judge which articles were read most and by what sort of readers. I was going to apologize for my daughter's "smarter than thou" letter, but the above thought occurred to me.

JOAN'S MOTHER

Hollywood, Fla.

• No apologies are necessary from Joan's mother, but one from young Joan will be considered. The pint-sized ballerinas were shown twisting their feet to get into the third, not the fifth, position.—ED.

PERSHING ADDENDA

Sirs:

In your excellent article on the late John Pershing (LIFE, July 26) you omitted recognition of an up-and-coming young soldier who appears in the photograph of Pershing and Villa



PERSHING & FRIEND

standing behind Pershing's left shoulder. It's George S. Patton, later to become a leading general in World War II.

CHARLES W. SCHUTZ
Cincinnati, Ohio

CONTINUED ON PAGE 9

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"I'm crazy about my
new College roommate"

says BEVERLY COCHRAN
about her new G-E radio. Miss Cochran
is a prominent Ohio State University
junior and Miss Ohio State for 1948.



Big radio stations use the same reproducer for their records. Ask your G-E dealer to demonstrate this amazing automatic table radio-phonograph. Hear recordings as only the G-E Electronic Reproducer can play them. Model 304 at right. \$109.95*



Gathering 'round a G-E radio...as any campus-wise student can tell you...is the "super" after-class activity.

Natural color tone makes a General Electric the favorite radio among high school and college students. And G. E.'s lowered price policy is easy on the budget. Take this big beauty at \$19.95.* It's a powerful superheterodyne table radio. Smart rosewood plastic cabinet. Ask for Model 102—\$19.95*

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

Tune in *General Electric House Party* with Art Linkletter,
weekday afternoons on CBS, and the *Fred Waring Show*, Monday nights on NBC.

natural color tone radios

New! G-E's smartest portable! And that's saying something. One look at this maroon plastic beauty—and you exclaim, "That's for me!" So light, it's carefree. So versatile, it plays on AC, DC, or batteries. \$39.95*
Model 150 below.



GENERAL ELECTRIC

Wonderful idea! Wake up to music! Wonderful combination—the G-E Clock-Radio. It's a natural color tone G-E radio. It's a dependable G-E electric clock. It's an electronic reminder. All in one. Set it at night. Automatically wakes you to music. Four different Clock-Radio models available. Model 60 at right. \$39.95*



This one has genuine FM—virtually static-free. The matchless realism of G-E natural color tone. Standard broadcasts, too. Now get all stations within range. Accurate, sensitive tuning. Model 210. \$64.95*
A great buy at . . .

*Western prices slightly higher. Prices subject to change without notice.



Think of me all the time . . .

GOODBYE, GOOD LUCK, and all good things to you—
my love goes with you on your way, and with you too,
my present of a watch to carry every minute
of your journey—and make you think of me
until that hour when you come back to me.
And all I ask through every moment
is that our time apart shall quickly fly.

FOR A GIFT to cherish—none is more perfect than a watch.
Your jeweler has a wide choice to show you,
achievements of the skill of free craftsmen—
of America and Switzerland—oldest democracies
on two continents. And, no matter what the make
of your watch, it can be repaired economically and promptly,
thanks to the efficiency of the modern jeweler.

For the gifts you'll give with pride—let your jeweler be your guide

The WATCHMAKERS OF SWITZERLAND



LETTERS TO THE EDITORS

CONTINUED

THE AMERICAN FAMILY

SIRS:

HAVE READ WITH INTEREST YOUR ARTICLE, "THE AMERICAN FAMILY IN TROUBLE" (LIFE, JULY 26). WE CALL TO YOUR ATTENTION ABILENE CHRISTIAN COLLEGE, ESTABLISHED 1906, ENROLMENT 1,655. ONLY FIVE OF MORE THAN 3,000 CAMPUS MARRIAGES IN 42-YEAR PERIOD HAVE RESULTED IN DIVORCE. WE BELIEVE THAT THE PROBLEM CAN BE SOLVED.

DON H. MORRIS

PRESIDENT

ABILENE CHRISTIAN COLLEGE
ABILENE, TEX.

Sirs:

In your article on the family you say, "The root of trouble is . . . the pattern of American life has profoundly altered."

Not so. The root of the trouble is that Americans have deliberately, if unwittingly, rejected marriage. They prefer the relation of man and mistress to that of man and wife.

There is only one real distinction between a wife and a mistress—a man takes a wife as long as both shall live, while he takes a mistress only so long as the relationship is mutually satisfactory. A man may, in fact generally does, love his mistress more than his wife, but this fact does not make her any less a mistress. Nor does the distinction lie in marriage certificates, ceremonies, decrees of court or any other such external trappings. The distinction lies only in whether the relationship is entered into with the intention and belief that it shall be permanent.

If because of social pressure or threat of prosecution a man and a woman go through a marriage ceremony with the express understanding that it shall make no change in their relationship and that if it becomes unsatisfactory to either they will get a divorce, then the marriage ceremony certainly makes no difference in the essential nature of that relationship.

Marriage has not failed. It has been abandoned.

FURMAN SMITH

Atlanta, Ga.

Sirs:

Marriage was designed for the protection of women. Seeing that they are the greatest beneficiaries of marriage, they should be willing to make the greatest contribution. Unfortunately they do not.

I have found that women are the world's best economists. They can detect at an instant the slightest fluctuations in their own value and act accordingly. Their tantrums, their unreasonableness, their helplessness, their bag of feminine tricks are never practiced on other women but on men only. They have evolved a system whereby they can eat their cake and still have it. Officialdom has created a system whereby they can't lose. They can get their freedom at will on the flimsiest excuse, they get alimony and support for the children, then proceed to turn the minds of the children against the father who supports them.

I believe that if women were made to lose and lose heavily when they failed to pull their own oar, just as men are made to do, you would have fewer divorces and a more wholesome society.

THEODORE PRICE

Framingham, Mass.

Sirs:

If children could be changed back from economic liabilities into the economic assets they once were, a larger, more secure family would again

emerge. One way to accomplish this change is to make children the basis for more attractive income-tax exemptions.

BELDING H. SCRIBNER
Rochester, Minn.

Sirs:

Inclusion of the Benevolent and Protective Order of Elks among the "atomistic" forces threatening the destruction of the American home reveals a lack of knowledge of the order's activities that will come as a shock to its more than 900,000 members . . . In the past year alone our order expended nearly \$6 million for charitable, educational, health and welfare purposes.

Elks are home builders, family men. Eighty-seven percent are married and the average Elk's family includes two children. Perhaps the American family is in trouble. If the activities of the Elks are a threat to family unity, then we had better re-examine the soundness of our basic ideals of brotherly love, neighborliness, charity and service to others.

GEORGE I. HALL
Grand Exalted Ruler
Grand Lodge B.P.O.E.
New York, N.Y.

- The good works of the Elks are well known to LIFE and no slur was intended. Their inclusion in the article on the U.S. family was simply for the purpose of listing some of the attractions which focus the interest of the individual outside of rather than on his own family.—ED.

LADY STRATEGIST

Sirs:

Concerning Anna Ella Carroll (LIFE, July 26) what is even more important for us than her contributions during the Civil War is her history after that war. Broken in health and in pocket, she applied in 1865 to the government for the promised repayment of money advanced by her for the printing of her three great pro-Union pamphlets and for a promised pension. She got nothing except the well-known Washington "run-around" for more than 20 years.

She died penniless, paralyzed, blind and brokenhearted at the age of 78 in the Washington she had done so much to save 30 years earlier.

CHARLES E. WHITTAKER
Beverly Hills, Calif.

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I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



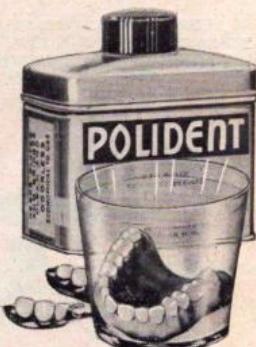
"I soak my plates in Polident every day . . . to avoid Denture Breath. It's such a blessing to know that they are odor-free."

Mrs. J. R. S., Midland, Ark.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drugstores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

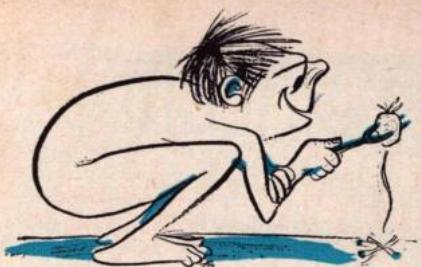
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FALSE
TEETH
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Amazing New Cream
Holds Tighter, Longer
than anything you've ever tried
or double your money back

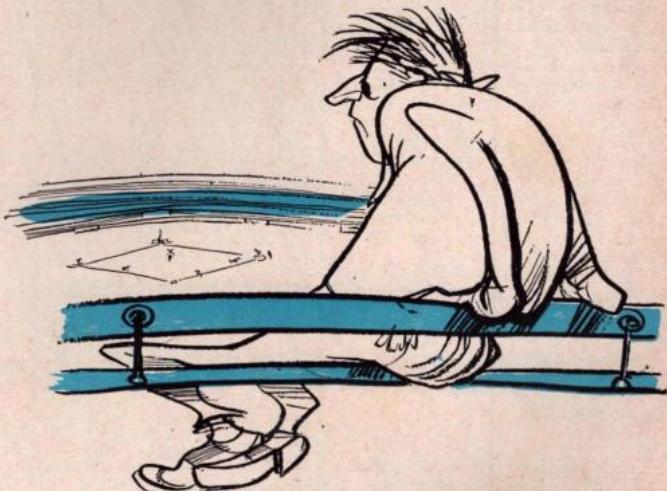
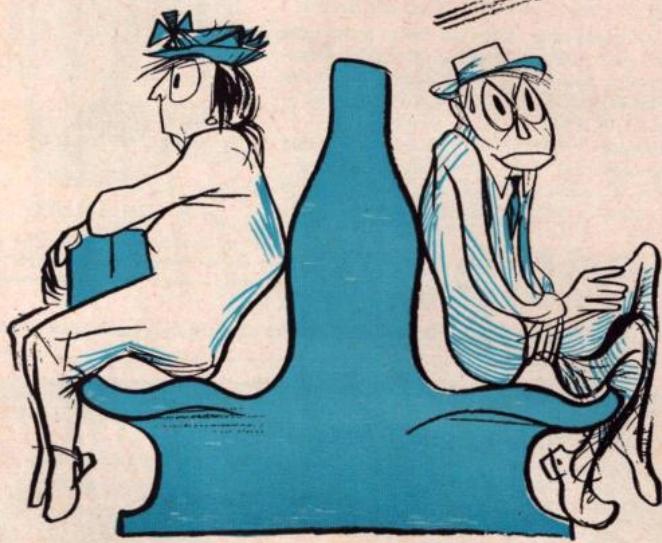
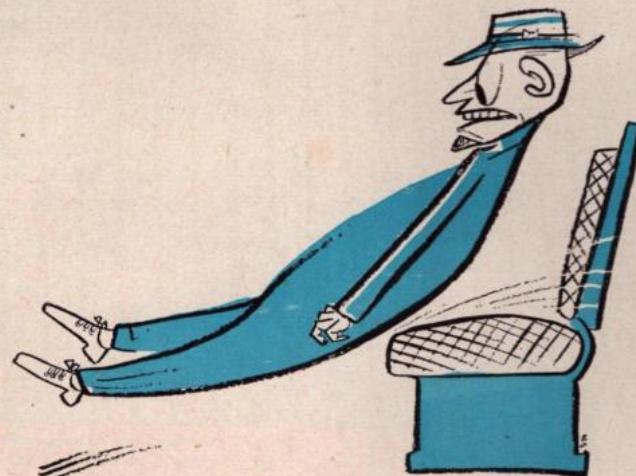
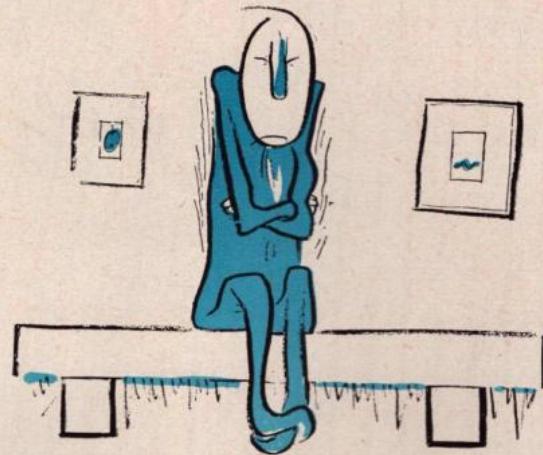
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SPEAKING OF PICTURES...

... OSBORN EXPOSES PERILS OF PUBLIC SITTING



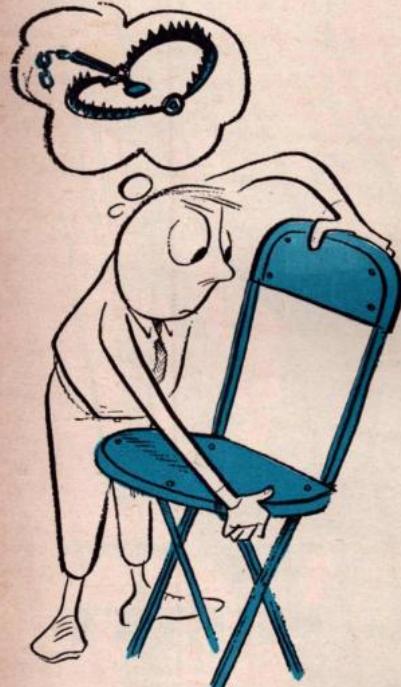
DEPOT BENCHES FIT NO PART OF THE HUMAN ANATOMY

BLEACHER SEATS ARE HARD ON EYES AND SACROILIACS

In the march of progress the art of chair-making has lagged behind so shamefully that LIFE recently commissioned Cartoonist Robert Osborn to make an exhaustive study of public-seating conditions throughout the U.S. Osborn, who is an enthusiastic sitter himself, herewith presents 13 sketches, illustrating how Americans are being deprived of their constitutional right to sit down comfortably.

It is Osborn's contention, which LIFE endorses, that bad public seating not only makes a terrible impression upon American anatomy but is undermining the American way of life. Sitting down is one of the most pleasant achievements of Western man. Only savages (*opposite page, top*) and a few Orientals prefer

to squat instead of sit. But recently U.S. sitting conditions, never ideal, have grown steadily worse. The puritanical-stock, or church-pew, influence is strong. On trains the oldtime overstuffed parlor-car throne is giving way to the stiff club-car seat. Capacious restaurant chairs have been replaced by a tangle of chromium pipes. If public sitting gets much worse Americans may be forced to become a nation of squatters, and civilization will be pushed back for centuries. Moreover, for reasons of health, Americans must have a chance to relax in public lest they grow jittery and disgruntled and fall prey to antidemocratic influences. On the next page Osborn shows some ideal sitting devices with the admonition that they be adapted to public use before it is too late.



FOLDING CHAIRS REMIND
OSBORN OF BEAR TRAPS BUT ARE
"STILL GOOD IN A PINCH"



ONE-ARMED LUNCH
CHAIR TESTS CUSTOMER'S
TEMPER, JUGGLING ABILITY



TRAFFIC VIOLATORS SUFFER
AS MUCH FROM
COURT BENCHES AS FROM FINES



Shutter-clicker's husband puts her back in focus



7 A.M. "I feel awful, and I've got to be there when the 20th Century rolls in," moans glamorous news photog. "I need a laxative . . . I'm

log . . . and my head aches."

"Here," her reporter husband says, "Sal Hepatica will have you bright as a flash bulb in a jiffy."



9 A.M. Now everything's clicking. As usual, Sal Hepatica, the sparkling saline laxative, brought quick, gentle relief. Taken first thing in the morning, it usually acts within an hour. Don't risk feeling miserable all day,

waiting until bedtime to take a slow-acting laxative.

Sal Hepatica also aids in counter-acting excess gastric acidity and helps sweeten a sour stomach. So always keep a bottle of Sal Hepatica handy!

In a national survey, more than half the doctors interviewed recommended Sal Hepatica. Why not try speedy Sal Hepatica next time you need a laxative?

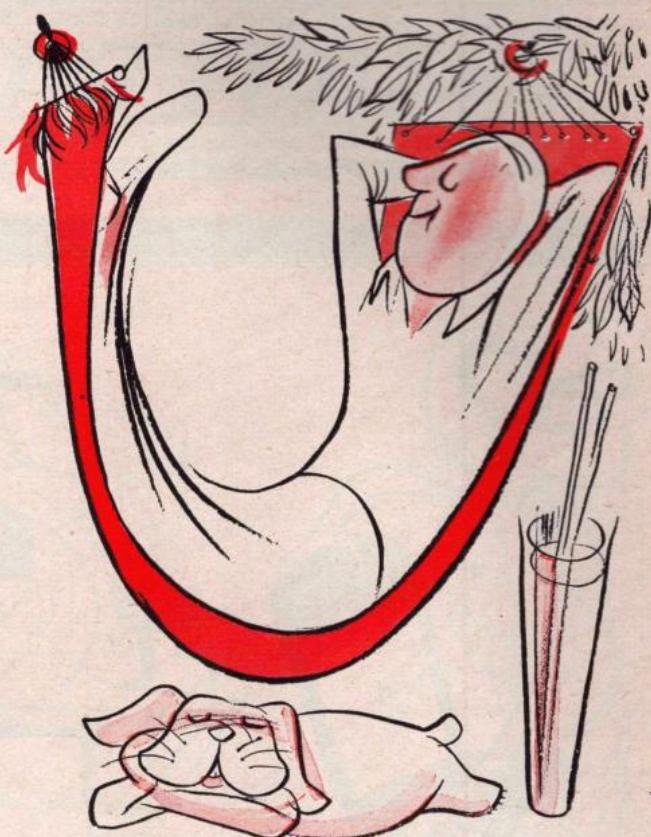
Ask your doctor why Sal Hepatica works so fast. He knows that Sal Hepatica is a *fluid laxative* that exerts soft pressure within the intestine to stimulate *gentle, speedy action*.

**Whenever you need a laxative
-take gentle, speedy
SAL HEPATICA**

TUNE IN: "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
"BREAK THE BANK"—Friday night, ABC Network

SPEAKING OF PICTURES

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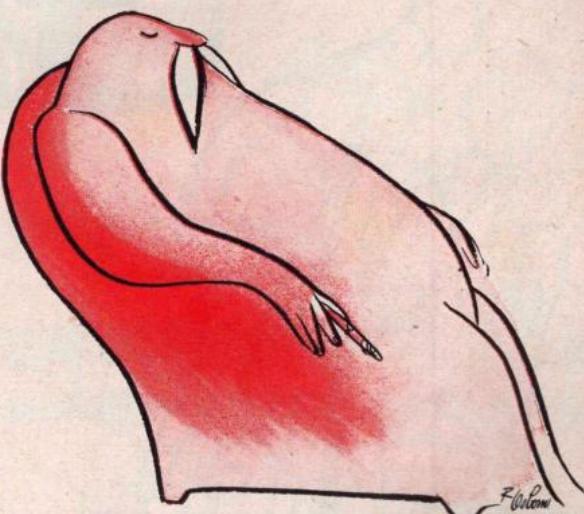


HAMMOCK-SITTER FINDS BLISS WITH A TALL DRINK

SITTING PRETTY

"There is a happier underside to the otherwise dark and deep-seated seating problems," writes Cartoonist Osborn, who shows here two ideal sitting contraptions in contrast to the horrors he depicts on the previous pages. Referring to his top picture, Osborn goes on: "The hammock, to be sure, is a treacherous device but worth the risk. It can be mastered by any novice with a tall drink. And for the beginner a soft, friendly dog can be spread beneath in case of a breakdown."

"The club chair (below) fuses slowly with the sitter over the years until they become one, and at last the sitter is properly padded and protected (like a prenatal baby) from all pinches, pricklings, prods, polishings and prat falls. At last the human frame has found perfect peace."



CLUB CHAIR-SITTER MERGES WITH THE UPHOLSTERY

Coming in 1949

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LIFE'S COVER

At last month's Huck Finn fishing contest in Huntington Park, Calif. (pp. 107-108) Dennis Van Vliet, the 20-month-old boy on LIFE's cover, carefully dressed the part even down to false freckles but did not hook a single fish. He preferred trying to catch one in his bare hands. At home, when his father cleans his deep-sea catches, Denny likes to play with the fish and give the big ones an affectionate hug. "Last week," his father complains, "I missed a barracuda and found Denny carrying it around the yard." On such afternoons, Denny comes in for supper smelling like an old bait can.

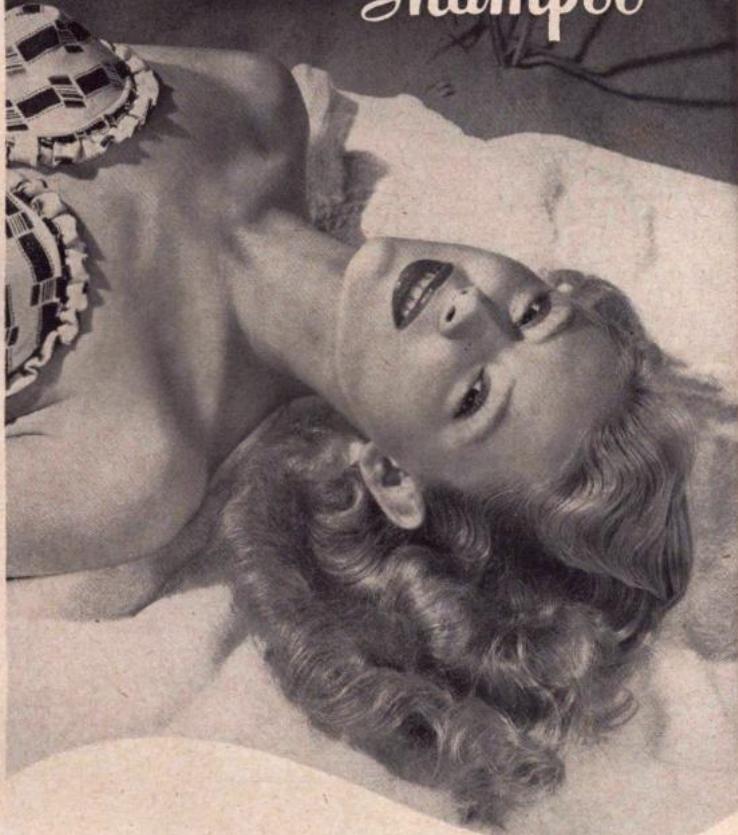
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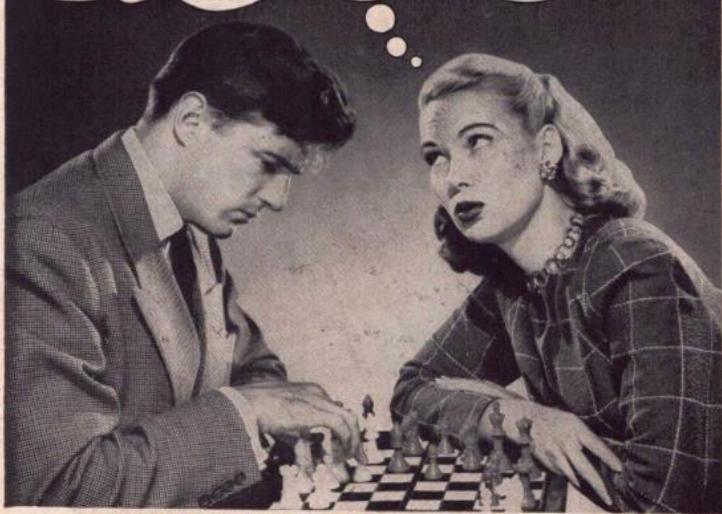
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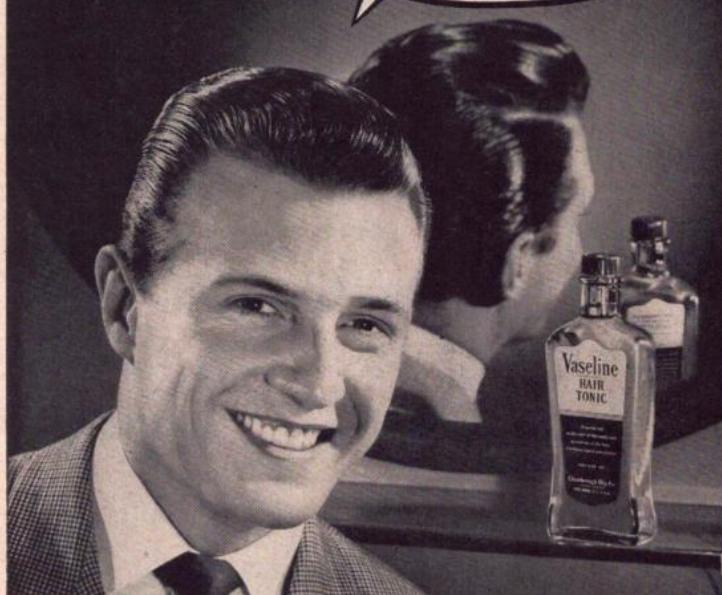
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LIFE

Vol. 25, No. 7

August 16, 1948

AMERICANS ABROAD

The rush to Europe
rivals prewar days

Customarily in mid-August the tide of American tourists in Europe, which runs most heavily in July, begins to slacken. But last week, when the *Queen Elizabeth* sailed from New York, her decks and staterooms were just as thick with tourists as they were in earlier summer. Not so many Americans are abroad now as in the late 1920s when some 300,000 would crowd into Europe. Still, more than 200,000 U.S. tourists will have sailed and flown abroad this season. Almost as many more would have gone if they had been able to get accommodations.

Traveling around Europe has not been so easy or so cheap as it used to be, but Americans have been well taken care of and exchange rates, especially in Italy and France, have helped keep costs down. For Europe the \$200 million Americans will spend there this season is a godsend.

Most enthusiastic of the Americans abroad are the U.S. students who travel on low budgets and families like the Carlises from Du Bois, Pa. (right), who feel that now is the time, while the children are still at home, to enjoy an all-out family spree. Riding in a gondola in Venice are the Carlisle children: Linda, 13; Bill, 18; Lore, 15. They felt that this kind of water travel was a bit too calm until, a few minutes after this photograph was taken, their gondola got rammed in a traffic jam, sprang a leak and they all had to be transferred to a barge.



JAMPAKED, the *Queen Mary*, one of 29 ships trying to handle 1948's tourist boom, sails from New York.





FOR EDUCATION Walter Mann, a Harvard graduate student, and his young wife peruse old Renaissance palaces in Florence, Italy. The marble statue behind them is Hercules and the robber.



FOR MILLINERY Mrs. Claude Crawford of Memphis, Tenn. visits Paris salon-of Gilbert Orcel and seems doubtful about the fancy headgear he whips up.

TOURISTS FIND EVERYTHING FROM OLD RUINS TO NEW HATS



FOR FUN Judith Bailey and Sarah Moore, who work for New York publishers, build a sandy replica of France's medieval abbey at Mont-Saint-Michel.

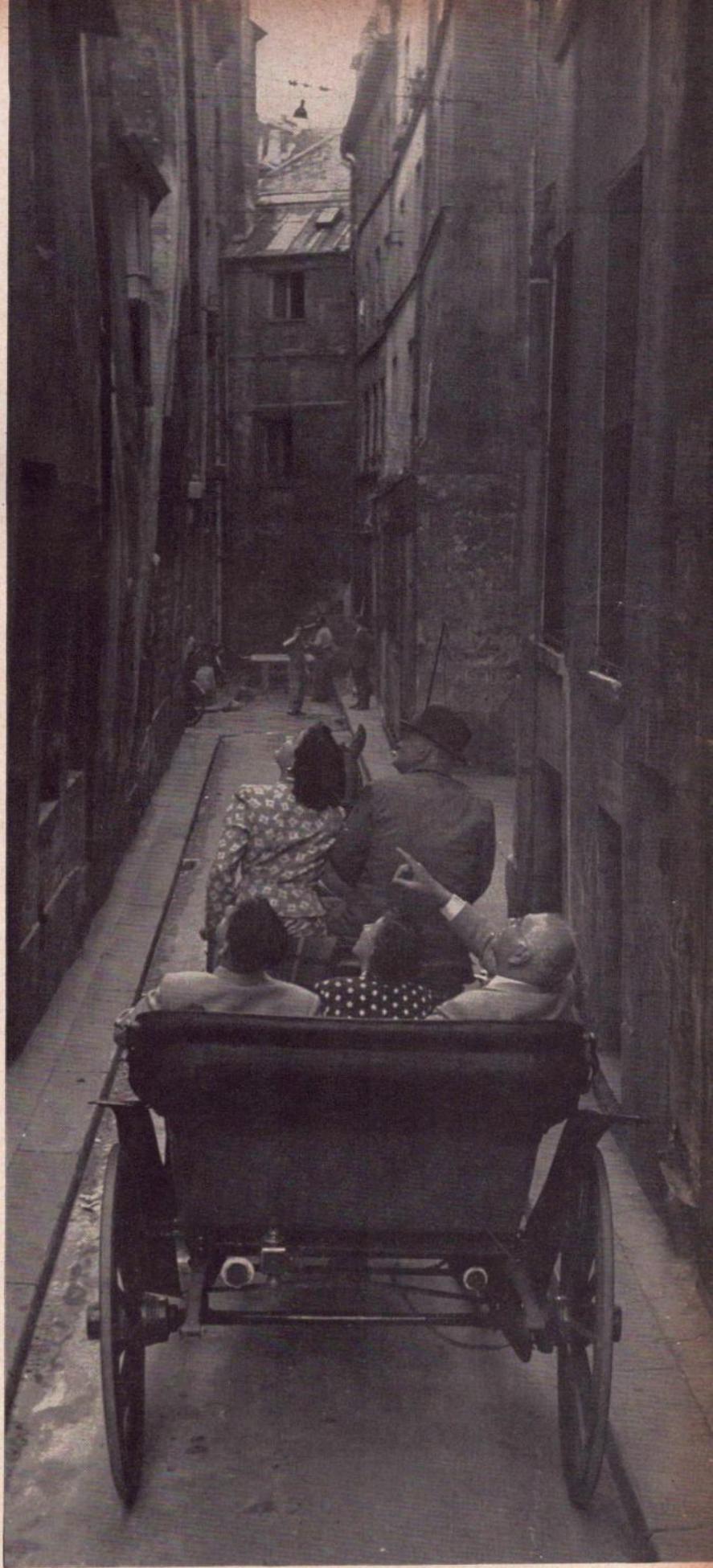


FOR SELF-IMPROVEMENT U.S. tourists hear a lecture on Chartres cathedral given with full set of gestures by Joanny Fialaix, dean of Paris guides.

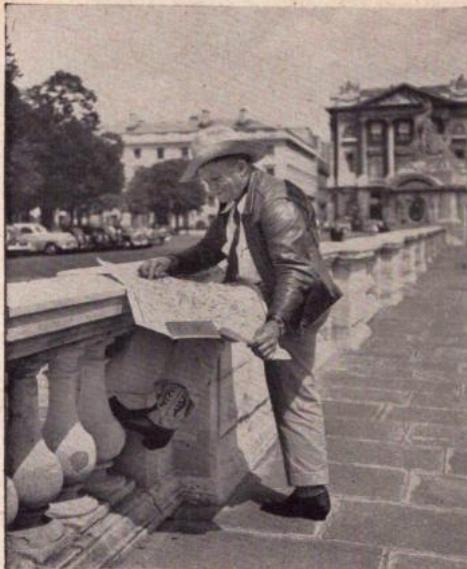
Anticipating this season's tourist rush, some farsighted travel agencies planned excursions which would take Americans to battlefields and landing beaches that the war had made famous. But only a few vacationers were interested in those reminders of the war. All the other tourists wanted to do what tourists always want to do: visit museums and cathedrals, try out new food, poke around strange streets, buy souvenirs.



FOR EXCITEMENT Americans take guided tour of Paris hot spots such as La Boule Noire where they gape at a conventionally sexy apache dance.



FOR SIGHTSEEING pure and simple, the Michaels family from Highland Park, Ill. hire a hack and squeeze through narrow Paris streets where ancient houses seem to sag above them.



PUZZLING OVER MAP of Paris is a Wyoming tourist who got black eye from a man who tried to cop his wallet.



SUNNING AND SIPPING at outdoor Paris cafe are U.S. girls who said, "Why can't we have these at home?"



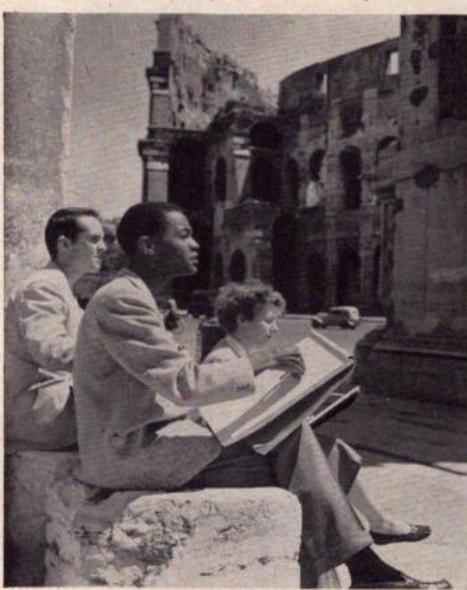
RESTING FEET is vital interlude in tourist's day. Here John O'Brien of New York rests at Chartres cathedral.



RIDING THROUGH MONTE CARLO in a carriage a group of chaperoned students pass the famous gambling casino which they cannot enter because they are too young.



PUNTING ON THE AVON at Stratford, where Shakespeare was born, tourists glide by the impressive theater building where the drama festivals are held every summer.



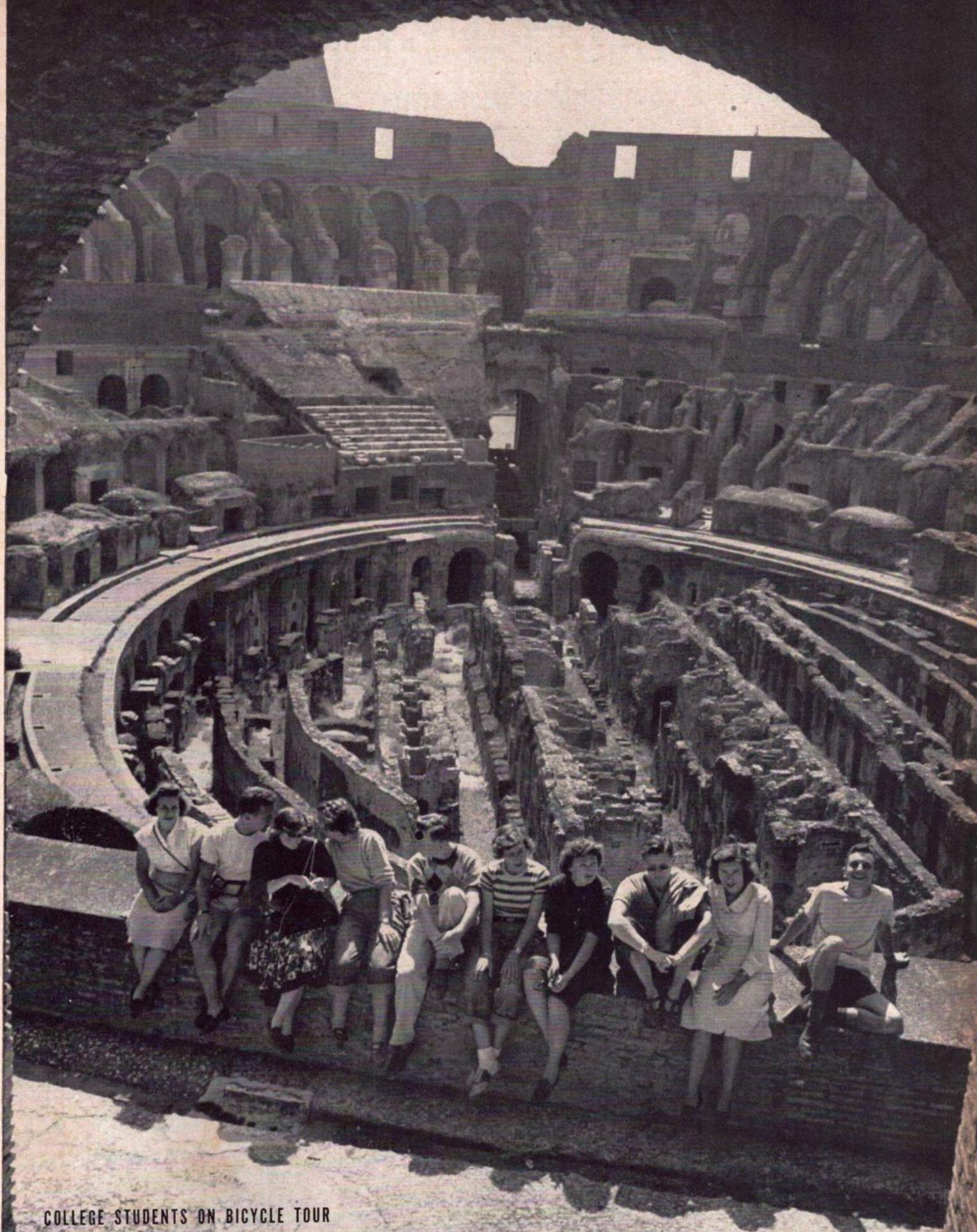
SKETCHING, art students stop off at Rome's ancient Colosseum on summer study trip through France and Italy.



EXPERIMENTING, Carita Martin of San Francisco and Richard Chatham of Winston-Salem bravely eat snails.



LUNCHING at Amalfi on the Mediterranean Sea, Marilyn Buferd, Miss America 1946, talks to a movie director.



COLLEGE STUDENTS ON BICYCLE TOUR
REST AT ROME'S ANCIENT COLOSSEUM

FICTION IN THE U.S.

WE NEED A NOVELIST TO RE-CREATE AMERICAN VALUES INSTEAD OF WALLOWING IN THE LITERARY SLUMS

"Nobody would dream of writing a novel about a Republican any more," says Samuel Grafton, columnist for the *New York Post*. Well, Republicans, even though they constitute rather more than half the current population outside of the no-longer-too-solid South, may not be the most exciting people in the world. But this peculiar one-sidedness of our novelists, if it actually exists, raises an interesting question: just what is the American fiction writer's idea of valid fictional character? And if the novelist insists on limiting his investigation to Democrats, just what kind of Democrats does he pick? After all the Democrats, even as the Republicans, vary a good deal—all the way, say, from Mr. Bernard Baruch to Boss Frank Hague's toughest henchmen.

The answers to our questions, according to the Sunday best-seller lists, are none too reassuring. For the runaway leader of the fictional parade is Norman Mailer's 721-page GI story, *The Naked and the Dead*. As fiction this voluminous compendium of eloquent GI bitching and profanity is undeniably powerful. Part of Mr. Mailer's multiple-pronged purpose is to create an overwhelming impression of the boredom, the acute discomfort, the emotional aridity and the sudden ugliness of the foot soldier's life in the jungles of the South Pacific.

Ugly, Arid America

But the more devastating point made by *The Naked and the Dead* is that the life back home in America which shaped and nourished Mr. Mailer's GIs is just as ugly, arid, boring and uncomfortable as a jungle campaign to mop up a particularly nasty little island in the tropics. There is a deep affinity between the island of Anopopei and the South Boston of Mr. Mailer's Gallagher, or the Chicago-and-Harvard of Mr. Mailer's Lieutenant Hearn, or the hobo jungles and sordid rooming houses of Mr. Mailer's Red Valsen, or the Texas plains of Mr. Mailer's Croft, or the military schools of Mr. Mailer's General Cummings or the Deep South of Mr. Mailer's Wilson. Both Anopopei and Mr. Mailer's stateside U.S. teem with riotous, essentially meaningless life. But does Mr. Mailer really mean that life is meaningless? What he seems to tell us is that such purposes as marrying and procreating and raising a family or mastering an art or a profession or building a business or beating the Japs are without value to anybody now living.

But is America like this and was our participation in World War II nothing more than an absurd conditioned reflex? If we look to other fiction writers for evidence, the answers are not very comforting, but they allow for at least a few stray gleams of hope. The hero of Thomas Heggen's *Mister Roberts* has his dignity, and Mr. Heggen's subsidiary characters have humor. A few of the GIs in John Horne Burns's *The Gallery* are capable of pity and affection. The protagonist of David Davidson's *The Steeper Cliff* gropes toward a standard of heroism that was clearly beyond him as a child or adolescent. These are the good points that offset the disillusion that is now running like a tidal rip through the fiction of World War II. Certain of the GIs seem to be saying that if the peace is a flop, at least the *idea* of the war was worthy of allegiance. The World War I vets who derisively

attacked both the motives and results of the crusade to "make the world safe for democracy" did not grant as much.

From another angle, however, the 1948 disillusion is more disturbing than the 1920 product. The post-World War I iconoclasts got a savage joy in their image-breaking. And many of them believed in the possibility of human brotherhood, even though they never discovered the political or social ways to achieve it. The Hemingway generation wallowed in self-pity, where the Burns-Heggen-Davidson generation at least retains a respect for its own motives. But the Hemingway generation had an animal vitality that the apathetic GIs lack.

Bosom vs. Gutter

To return to Mr. Grafton's facetious remark about the absence of "Republicans" in U.S. fiction. Mr. Grafton's wisecrack has substance behind it, but the lesson to be derived from this substance is hardly what Mr. Grafton supposes. Since the rank and file of each major party is a cross-section of America, with good, bad and indifferent distributed among each in not too dissimilar patterns, it is obvious that Mr. Grafton is not really talking about political labels. Indeed he proves as much when he indicates that our novelists prefer to concentrate on raffish or picturesque characters. In essence his observation boils down to this: our novelists no longer choose to write about Americans who enjoy their families or who take a pleasure in creating a business or who delight in painting a picture or molding a statue or indulging a hobby. They no longer choose to write about people who try to achieve purposes either as individuals or in society. Almost universally our novelists divide into two categories: those who have deserted the present for cloak-sword-and-full-bosom re-creation of the distant past, and those who have dedicated themselves to careers of literary slumming.

Slumming is, of course, justified just as long as slums exist. It is particularly justified when the novelist has come out of the slums to write about his own compelling background. But the tradition of slumming, if exploited as a mere convention, can end in sterility. Slumming begins as an effort to extend one's sympathies, to learn how the other half lives so that one can help improve the general quality of life. But it ends all too frequently in disgust and weariness, and in a hatred for all life.

This hatred is certainly not representative of the country. Americans may be crude about their diversions, but as one watches them at beaches or skating rinks or ball parks or picnics—or even, for that matter, in factories and offices—they do not seem to be particularly dour. As for their joys, despite the Kinsey Report and the pamphlets of Alcoholics Anonymous, they are various. Some Americans even manage to go to church, not out of duty but out of desire. Yet to judge by books like *The Naked and the Dead*, Americans have only two diversions, liquor and sex. And when they aren't a-drinkin' and a-hellin' around they are talking about it with an obscenity that is utterly and hopelessly unimaginative and monotonous.

Mr. Mailer's novel is good, even excellent, of its kind. But it would never have been written that way if it were not for the obsessive literary

convention that began with the slumming excursions of Stephen Crane and Frank Norris and Jack London in the '90s and early 1900s. Although Norris and London were lusty fellows, their tradition degenerated in their own later works. In *Martin Eden* Jack London finally came to glorify suicide. His successors have pretty generally loathed life. They have concentrated on the woes of the sharecroppers, the fantastic lusts of back-country crackers, the boredom of assembly-line workers and the apathy of lint-heads in mill-town shacks. As for the convention in the theater, it is represented by Eugene O'Neill, to whom life has been a Freudian nightmare.

The point is not that sharecroppers and lint-heads do not exist. Mr. Mailer's Gallagher undoubtedly has his prototype in South Boston; his Wilson is very probably drawn to the life from a character who grew up in Mobile or Memphis. But the Boston Irish are certainly far from being a statistical mass of Gallaghers, and Southerners are hardly well represented in their infinite variety by Wilson. The human race is still complex, and it is held together by a whole host of complex relationships which it is the business of the novelist to explore.

The Older Tradition

Once upon a time we had a literary tradition which accepted life as infinitely variable and complex. In Nathaniel Hawthorne and in Henry James, in William Dean Howells and in Mark Twain, in Willa Cather and in Edith Wharton, the human race has many problems, many desires, many complexities and joys and sorrows. The old novelists accepted the career pursued by opera singers and bridge builders (see Willa Cather's *Song of the Lark* and *Alexander's Bridge*.) They accepted the business man (Howells' *The Rise of Silas Lapham*). They accepted dreaming boys (as in *Huckleberry Finn*) or conscience-troubled clerics (as in *The Scarlet Letter*). They had range, variety, depth and pace.

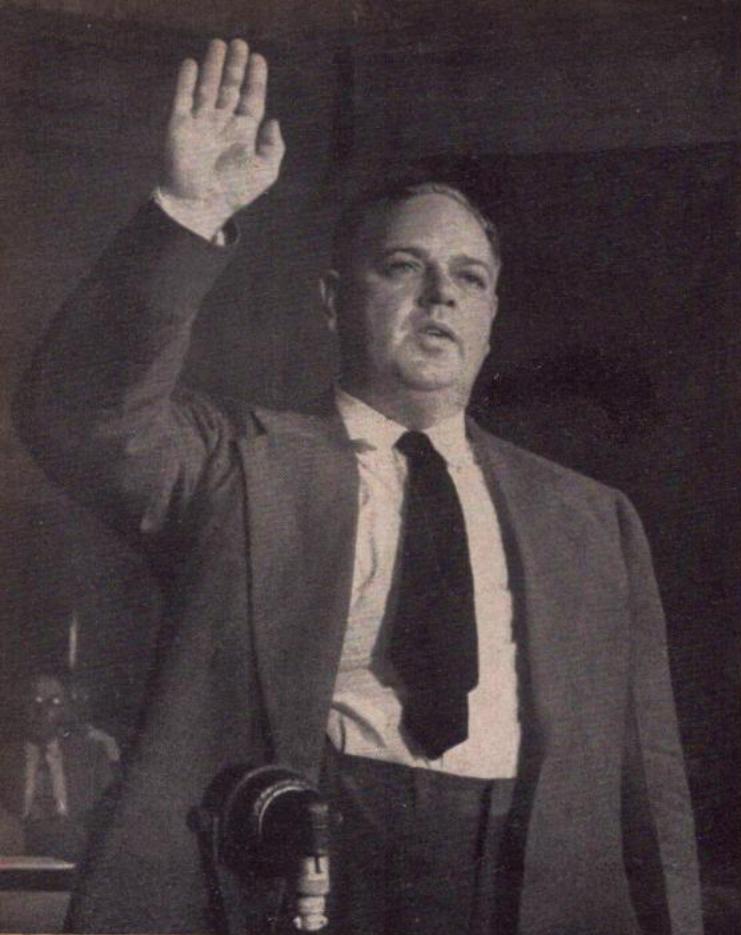
The point has been made that modern life has been toned down by mechanization to the monotony and fear represented by the current brand of U.S. realism. But one hardly needs to wait upon a survey by Dr. Gallup to know that this does not comprise the whole truth. What we need is some novelist with the ability to transcend the slumming convention, to re-create the variety of America anew. He will need courage to defy a trend and return to a richer tradition, but if and when he comes he will find his audience ready-made.

PICTURE OF THE WEEK: →

Although the scene on the opposite page looks as if it might be a Hollywood-conceived finale of Gilbert and Sullivan's *H.M.S. Pinafore*, it is actually the traditional leave-taking of the Portuguese training ship *Sagres* from New York City. As the three-masted sailing vessel backed away from the pier, the most sure-footed of the 300 agile midshipmen clambered up on the spars and bowsprit to wave goodby to America. Their neat balancing act demonstrates that the Portuguese have lost none of the art of seamanship since the days of Vasco da Gama.

PORtUGUESE NAVAL CADETS WAVE A LOFTY FAREWELL
AS THEIR SHIP LEAVES NEW YORK HARBOR FOR HOME





ACCUSER Whittaker Chambers is sworn in before Committee on Un-American Activities. He testified he was courier up to 1937 for underground group trying to infiltrate Communists into government posts. Among those in group, he said, was State Department's Alger Hiss, whom he tried to woo from Communist line in 1937.

THE SPY HEARINGS

They indicate government was slow
to act against Communist network

In the congressional hearings in Washington last week the evidence piled up that U.S. Communists and sympathizers had operated a vast underground in the federal government—and that nobody in the government had been moved to do much about it. Two ex-Communists, Whittaker Chambers (*above, left*), now an editor of TIME, and Elizabeth Bentley (*above, second from right*), an ex-Vassar girl, told of their own activities in the underground and im-

ACCUSED Alger Hiss takes the stand to deny that he was ever a Communist or had ever followed the party line. Chambers had sworn that he visited Hiss's home after breaking with Communist doctrine and tried to persuade Hiss to join him; "[Hiss] cried when we separated but . . . wouldn't break with the party." In contradiction Hiss denied ever knowing or seeing Chambers.

plicated high-placed government workers. Chambers said he had told the State Department his full story as long ago as 1939 but that nothing was done. Moreover it developed that one Nathan Gregory Silvermaster (*below*) had held government jobs and stayed on for four years over the objections of the Office of Naval Intelligence. Some of the details of the underground were obscured by conflicting testimony, but the general pattern was clear and damning.



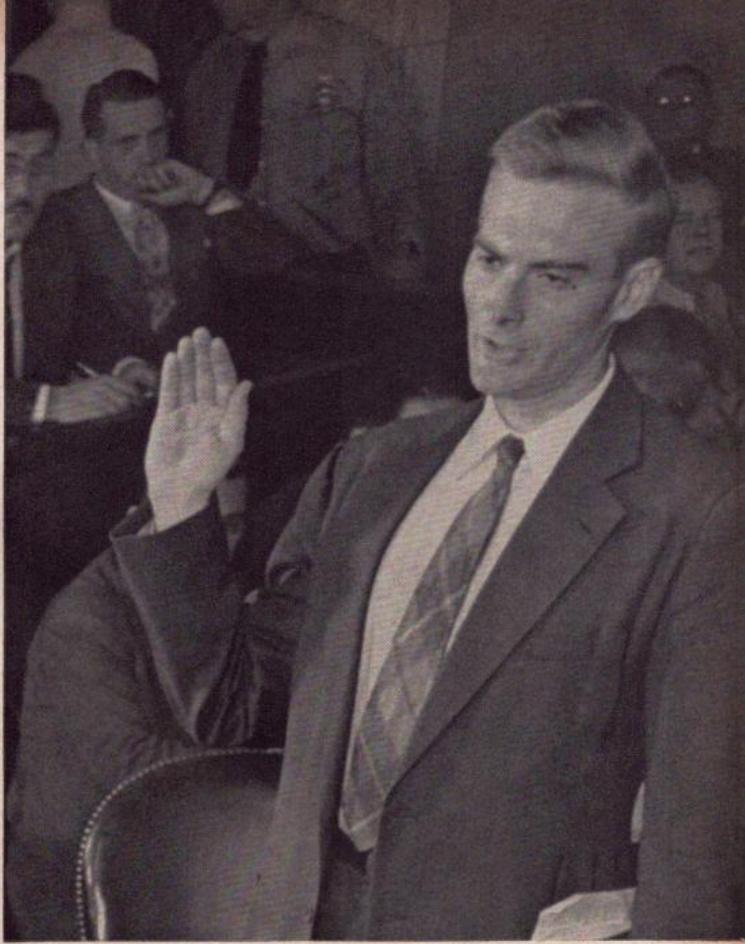
COMMITTEE ROOM is tense as Dr. Nathan Gregory Silvermaster, accused by Miss Bentley of being head of

one spy ring, is called. Dr. Silvermaster, formerly with the Board of Economic Warfare, denied he had ever been

an agent for a foreign government. But he refused to answer when asked if he was or had ever been a Communist.



ACCUSER Elizabeth Bentley prepares to tell her story of acting as coordinator of information received from 20 to 50 officials, sometimes in such quantity that she had to have it photographed on microfilm. She said William Remington of Commerce Department regularly gave her airplane production figures and once a formula for making synthetic rubber from garbage.



ACCUSED William Remington appears before Senate committee to answer Miss Bentley's charges. He conceded meeting her on park benches and street corners to hand over information and said he had bought the Communist *Daily Worker* from her. But he said he thought she was a reporter, gave her only routine news.



GREATEST FAME as public official came to Alger Hiss as secretary general of San Francisco conference to organ-

ize United Nations. At left: he opened conference officially as Governor Warren, ex-State Secretary Stettinius and



ex-Mayor Roger Lapham of San Francisco looked on. At right: he carried United Nations charter to Washington.



ALONG A AVENUE, HOME OF SOME OF OSKALOOSA'S OLDEST FAMILIES, THE ANCIENT SHADE TREES FORM A QUIET AND RUSTIC ARCH BELOVED BY THE CITIZENRY. BUT

IRE UNDER THE ELMS

The good townspeople of Oskaloosa, Iowa revolt against young mayor who would trade 100-year-old shade trees for a mere modern highway

Progress is a fine thing, but so are shade trees. Last week the 14,000 citizens of Oskaloosa, Iowa, placed in the uncomfortable position of choosing between the two, were in a turmoil. Should A Avenue keep its long and stately rows of elm, maple and catalpa? Or should young Mayor Burress, representing the new spirit of postwar boosterism, be permitted to pull down the trees for a four-lane modern highway?

To the long-time residents of A Avenue, conservative people at heart, there could be only one answer. When the wrecking crew came, A Avenue's women were ready. It was a rainy day and they had ample excuse to arm themselves with umbrellas, which they used with great strategic and tactical skill (*far right*). Unfortunately the umbrella shown in the photograph came to a sad end; in the melee it flew

across the street and whacked an innocent bystander. But the women won the skirmish. The wrecking crew retreated and its leader was hauled into court on a charge of rudely pushing one of his adversaries. (Allowing that the women had used him more roughly than chivalry permitted him to retaliate, he pleaded not guilty.)

A temporary injunction then halted the tree-removal and Oskaloosa sat back to reconsider. Councilman Kenneth Shaffer was so upset that he issued one of the most inconsistent policy statements of all time. Defending the mayor's plan he said, "We're not going to crawlfish. We did it because we thought it was for the benefit of Oskaloosa." Then he added sadly, "I think now we probably made a mistake, and if there's any way to rectify it, I certainly want to."



TREES' FOE is Mayor John Burress, 27, ex-Navy flier who owns a clay products firm, is red-hot for progress.



IF THE TOWN IS TO GET \$180,000 OF FEDERAL AND STATE MONEY TO REPAVE AND WIDEN THE STREET TO FOUR LANES, ALL THE TREES WILL HAVE TO BE PULLED DOWN



WRECKING CREW, armed with a 12-ton bulldozer, starts to pull down trees. Police stand guard while embittered residents of A Avenue stand by and plan counterattack.



BATTLE'S HEROINE, Mrs. Max Shrago, points umbrella at A. N. Wilson, contractor who undertook the job unaware that he would have to uproot women as well as trees.

A KILLER WINKS AT GORY CRIMES

Newsreel records a brutal tale

In the fortnight beginning July 10 two subnormal young men named Robert Daniels and John West murdered six people in the state of Ohio. West killed a Columbus saloonkeeper, a farmer and a truck driver. Daniels shot down the family of John C. Niebel, the farm superintendent of a reformatory where both Daniels and West had served sentences. When police finally intercepted the slayers, West was killed but Daniels surrendered. A few days later Sheriff Roy Shaffer (left), who captured him, interviewed Daniels for Movietone News. In the dramatic film sequence (below) Killer Daniels repeated his confession—and, winking at the audience, boasted that he got his "share" of the victims.



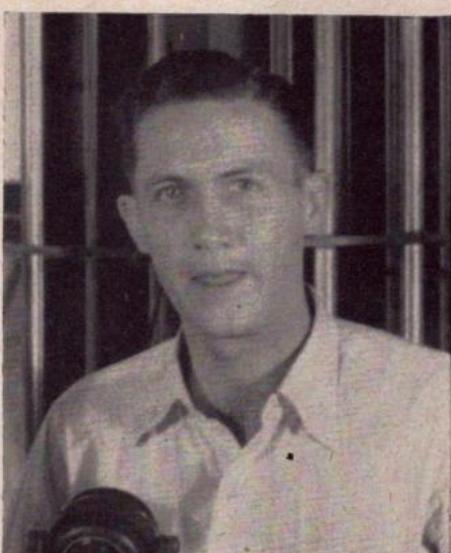
BEFORE NEWSREEL CAMERA, SHERIFF ROY SHAFFER (LEFT) QUESTIONS MURDERER ROBERT MURL DANIELS



... I didn't mean to kill [the Niebels] ... I wanted to find out about another guy, and after he gave me ...



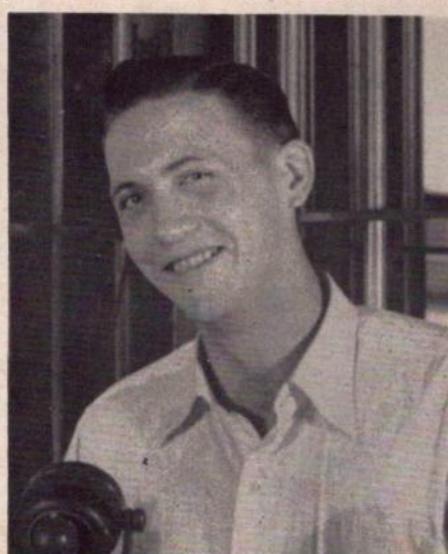
the information, I knew it was too hot to leave him go. I took him out to tie him up. I didn't have ...



any rope so I had to bump him ... I'm sorry that they [the wife and daughter] had to be along to get killed ...



After I got my score settled, I was ready to die ... I haven't got it settled yet, but I guess I'm going ...



to die anyhow ... The Niebels I killed—I regret it because they, well—they didn't deserve killing ...



Niebel did, but his wife and daughter, they didn't ... [but] ... I got three out of the six—my share!

Tune it in...



...or let 'em spin

A record radio value with the "Golden Throat"



RCA Victor's exclusive 3-way Acoustical System made radio history in thrilling, public tests of tonal fidelity. Even trained musical ears could not tell the "Golden Throat" from an "In Person" performance.

- It's Victrola 77U, and it's "super" every way you look at—or listen to it! It's a powerful radio with all the controls out where they're easy to use. It's the world's most famous phonograph—a Victrola-phonograph—with a brand-new automatic record changer and the "Silent Sapphire" permanent-point pickup—no needles to change.

Just wait 'til you hear how smooth and mellow it sounds! That's the "Golden Throat," finest tone system in RCA Victor history, with a larger

*All prices subject to change without notice. Western prices slightly higher.

than usual speaker, far more than usual power for a table model. Turn it up, turn it low—you still get full, rich values at every volume level.

Stop in and see it at your RCA Victor dealer's, in smooth, polished walnut or rich mahogany finish. Have yourself a concert with some of the great new RCA Victor record albums, like Wayne King's "Brahms Waltzes for Dancing." You can have almost an hour of uninterrupted music with your Victrola 77U! \$99.50*.



Here's the "Golden Throat" in a dainty and durable antique ivory finish! It's the RCA Victor 65X2—selective, sensitive, with plenty of power. See also its twin, the 65X1, in walnut plastic. For tone, style, price—they're tops in table set values! \$26.95*.

Tune in Robert Merrill, singing "Music America Loves Best". . . Sundays, 2:30 PM, EDT, on your NBC station.

RCA *VICTOR*
DIVISION OF RADIO CORPORATION OF AMERICA





Direct color photograph of actual cake of ice with fresh roses frozen inside.

Cooling Idea

THERE ARE THOSE who say it just wouldn't seem like summer without the famous Four Roses cake of ice.

So here it is again—a timely reminder of how gloriously cool and refreshing a Four-Roses-and-ice-and-soda can be.

If you'll follow our suggestion and try one—at home, or at your favorite bar—you'll quickly discover that you're sipping a highball that's very much on the special side, with a mellow magnificence

and distinctive flavor all its own.

That's because Four Roses itself is such a special whiskey—delightfully *different* from other fine whiskies you've known in the past.

Right now would be a wonderful time to find this out, don't you think?

Fine Blended Whiskey—90.5 proof. 40% straight whiskies, 60% grain neutral spirits. Frankfort Distillers Corp., New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET





ANN CONVERSE, MEMBER OF OLD BOSTON FAMILY WHO WORKS AS CAPE COD WAITRESS, EXPRESSES ACTIVATIONIST JOY WHILE FRIEND BEATS OILCAN TOM-TOM

"ACTIVATE OR DETERIORATE!" CRIES NEW CULT

"Do you want a 'real' experience to talk about when you get home from your vacation? Come and get yourself Activationized." This invitation was distributed around the famous Cape Cod art colony at Provincetown, Mass., this summer to signal the beginning of a brand-new cult. "Activationism" is the creation of Milton Hood Ward, composer and press agent who, having watched Indian and Haitian dancers whooping up their tribal rites, figured that inhibited Americans would feel better if they did the same thing. In a few lectures Activationist Ward counseled his followers, who included house-

wives, waitresses, fishermen and would-be artists, to uncork their emotions all over the place. "Activate or Deteriorate" was his motto. Although Activationist practices varied widely, they generally started with group calisthenics and chanting and went on through progressive frenzies to extemporaneous dancing and ad lib yelling. At Provincetown, where crazy summertime goings-on are quite in order, not many Activationists took their cult seriously. Ward, however, thinks he may have started something big, plans to introduce Activationism to New York this fall in an art gallery, a nightclub and Carnegie Hall.



ACTIVATIONISM OUTDOORS takes the form of sprint across a Provincetown beach which ends with everybody falling to knees and looking agonized. Ward (*second from left*

above) instructs his disciples to build up "a feeling of mental pain" during the run, explode in "peak of spiritual torment" at end. Children invariably follow but feel no pain.



ACTIVATIONISM INDOORS is practiced at the New Central nightclub in Provincetown. Ward (*right*) leads his followers to dance floor and to jazz band accompaniment goes

into contortions, shadow boxing and Holy Roller stunts to express, as he puts it, "complete freedom from all known patterns." Surprised bystanders who join in usually enjoy it.



HEADQUARTERS for cult is this driftwood tree hung with signs. One says in Activationist grammar, "Artist! Rid yourselves of mental constipation."



CULT GREETING is a loud-whooping, open-armed collision. These Activationists, happy to see each other, are traveling salesmen for bronzed baby shoes.

CONTINUED ON NEXT PAGE

I've discovered the
longer, finer cigarette

PALL MALL

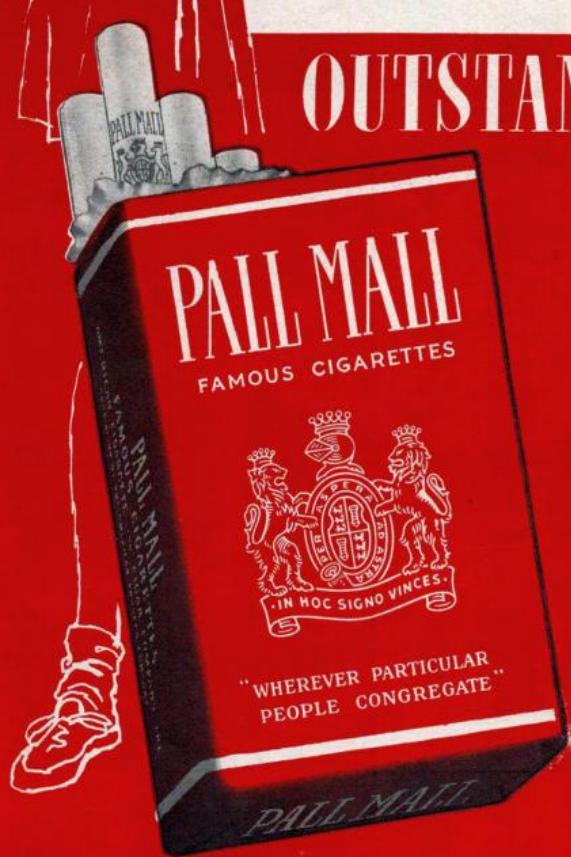


PALL MALLS are *good* to look at—
good to feel—*good* to taste and *good* to smoke. PALL MALL's greater length of traditionally fine tobacco filters the smoke of this *longer, finer* cigarette—gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

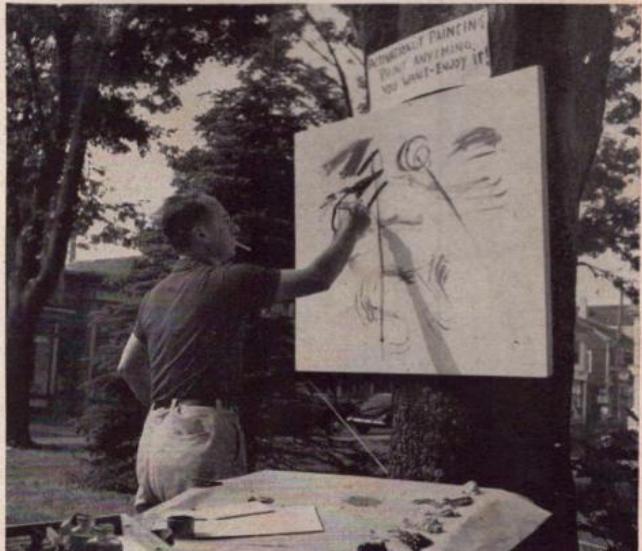
PALL MALL—the *longer, finer* cigarette in the distinguished red package.

OUTSTANDING

-and
they
are
mild!



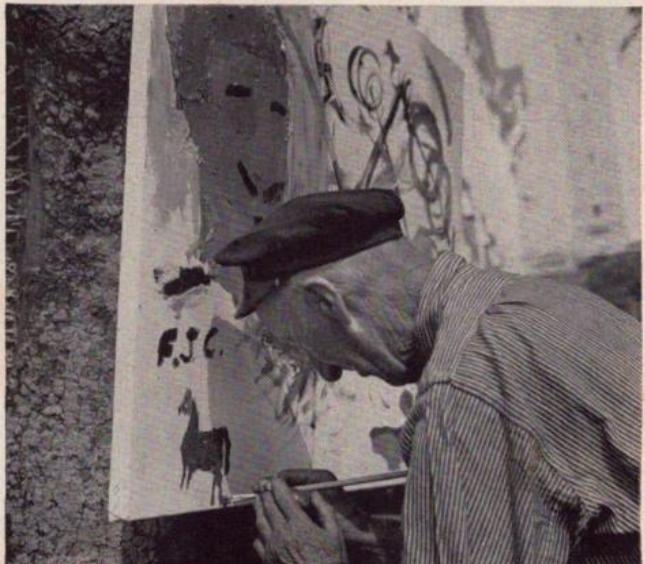
EVERYBODY PAINTS ONE CANVAS



ACTIVATIONIST ART begins by nailing a canvas to a tree, inviting everybody who passes by to paint on it. Here a Cape Cod artist daubs fancy zigzags.



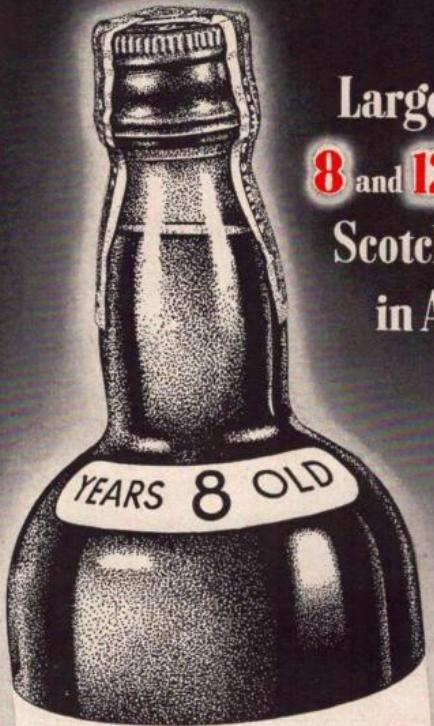
TWO AT A TIME, eager artists add to the community painting. While the man puts doodles on the face, a woman brightens one corner with a sunflower.



FINISHING TOUCHES are made by 73-year-old Isaiah Lewis, retired railroad man, who drew in a fat horse with a pencil and later filled it out with oils.

Grant's

Largest-Selling
8 and 12 YEAR OLD
Scotch Whiskies
in America*



FAIRY LORE OF SCOTLAND

These ancient examples of Scottish clay pottery are even older than the Scotch art of distilling which dates back to the 15th Century.



SOLE U. S. DISTRIBUTORS
IMPORT DIVISION

Austin Nichols
Co. Inc.
Brooklyn-New York

* Every drop of GRANT'S is either 8 or 12 years old. Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof

THE CRITICS WALKED IN AND WALTZED OUT—CHEERING!

"For clean, exhilarating fun, take the whole family to see 'The Emperor Waltz'."

—Jimmy Fidler



"No one should, or probably will, miss this picture."

—Redbook

"Thoroughly delightful."
—Liberty

"You'll love every giddy, frivolous moment of 'The Emperor Waltz'."

—Louella Parsons

"Picture has a free-and-easy air that should solve any ticket-buyer's entertainment problem."

—Variety

Paramount presents

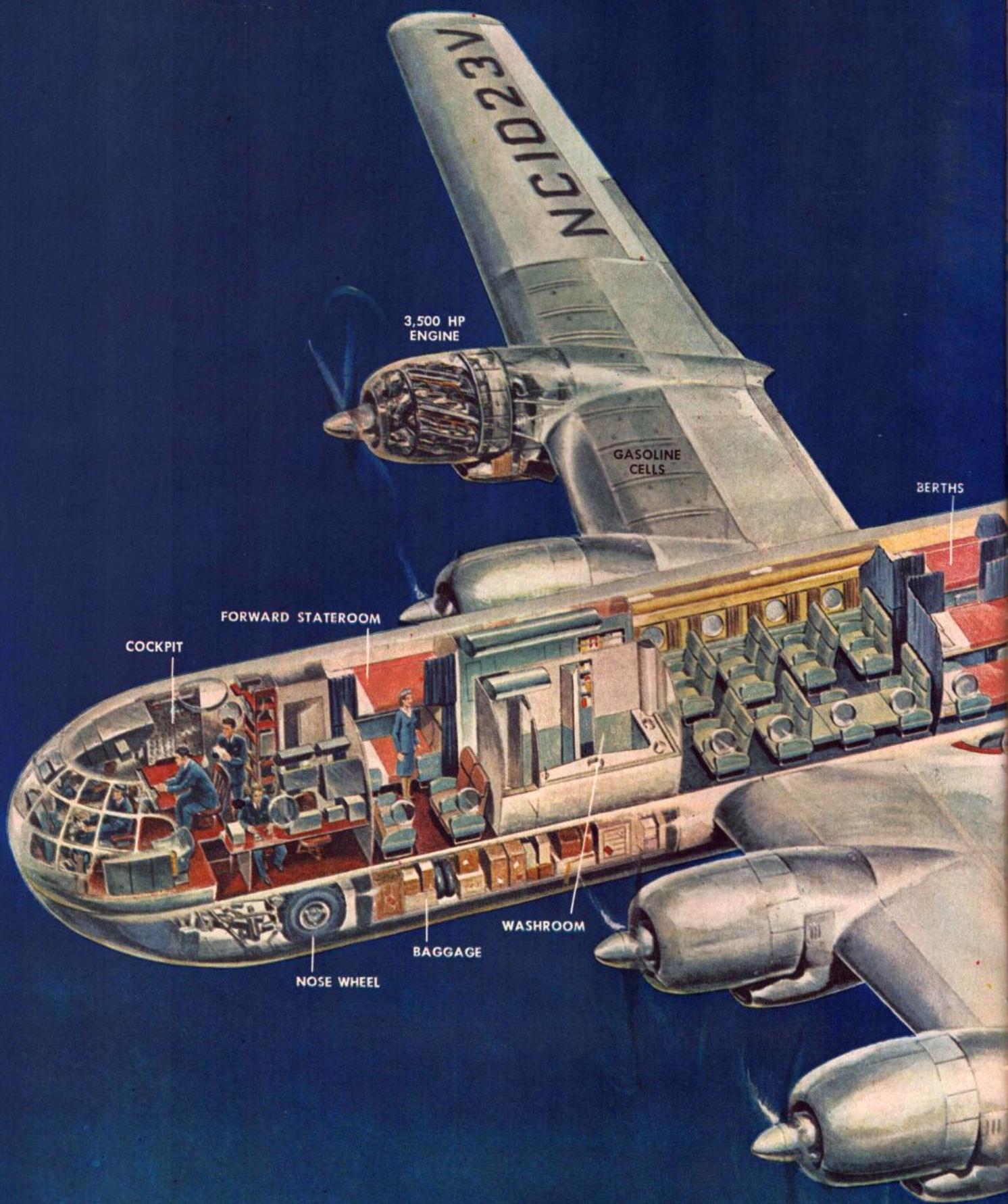
BING JOAN
CROSBY • FONTAINE

"in
The Emperor Waltz"

Color by
TECHNICOLOR



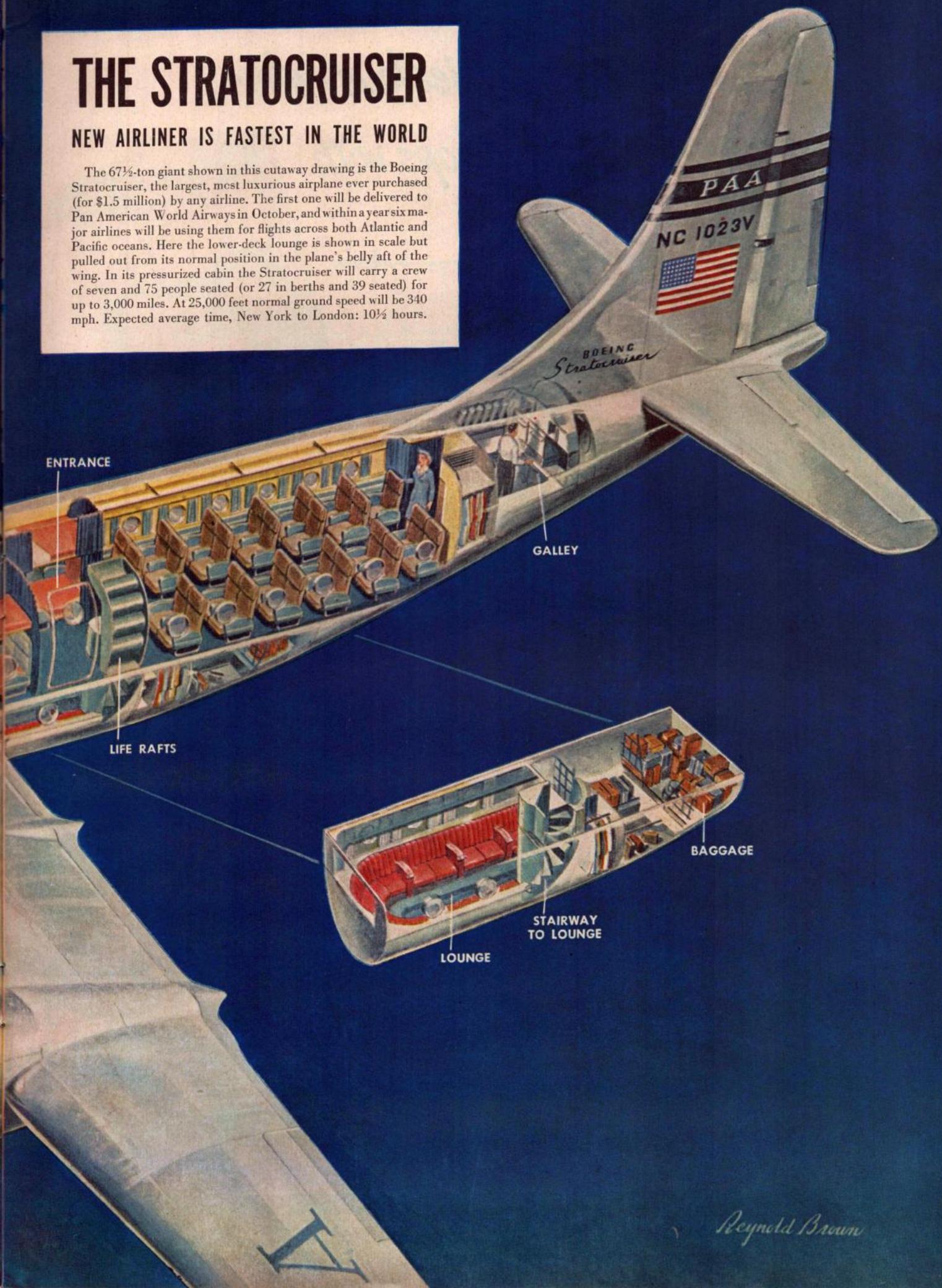
with Roland Culver · Lucile Watson · Richard Haydn · Harold Vermilyea
Produced by Charles Brackett · Directed by BILLY WILDER
Written by Charles Brackett and Billy Wilder



THE STRATOCRUISER

NEW AIRLINER IS FASTEST IN THE WORLD

The 67½-ton giant shown in this cutaway drawing is the Boeing Stratocruiser, the largest, most luxurious airplane ever purchased (for \$1.5 million) by any airline. The first one will be delivered to Pan American World Airways in October, and within a year six major airlines will be using them for flights across both Atlantic and Pacific oceans. Here the lower-deck lounge is shown in scale but pulled out from its normal position in the plane's belly aft of the wing. In its pressurized cabin the Stratocruiser will carry a crew of seven and 75 people seated (or 27 in berths and 39 seated) for up to 3,000 miles. At 25,000 feet normal ground speed will be 340 mph. Expected average time, New York to London: 10½ hours.



Aunt Mary may get jealous—when you serve Lamb Chops with...



WHEN you invite your Aunt Mary and Uncle John to dinner and serve *these* lamb chops, Uncle John will say:

"You're a splendid cook, my dear!" Then, when they get home, Aunt Mary will pout a little. So Uncle John will tell her, "You're a grand cook, too, my dear. It was just that delicious sauce. Perhaps we could —"

And that's how it goes, when you cook with Hunt's Tomato Sauce. It puts *new* interest into so many dishes. Makes them extra-special delights. Best of all —

Hunt's costs but a few cents a can. And it's so *easy* to use. Just add it to your recipes for spaghetti, soups, stew, meat loaf, rice, eggs, vegetables, gravies.

So — hustle to your grocer's for the handiest cooking ingredient that's come along in years! Buy several cans — *for a few cents each*.



**The wonderful cooking sauce
from California**



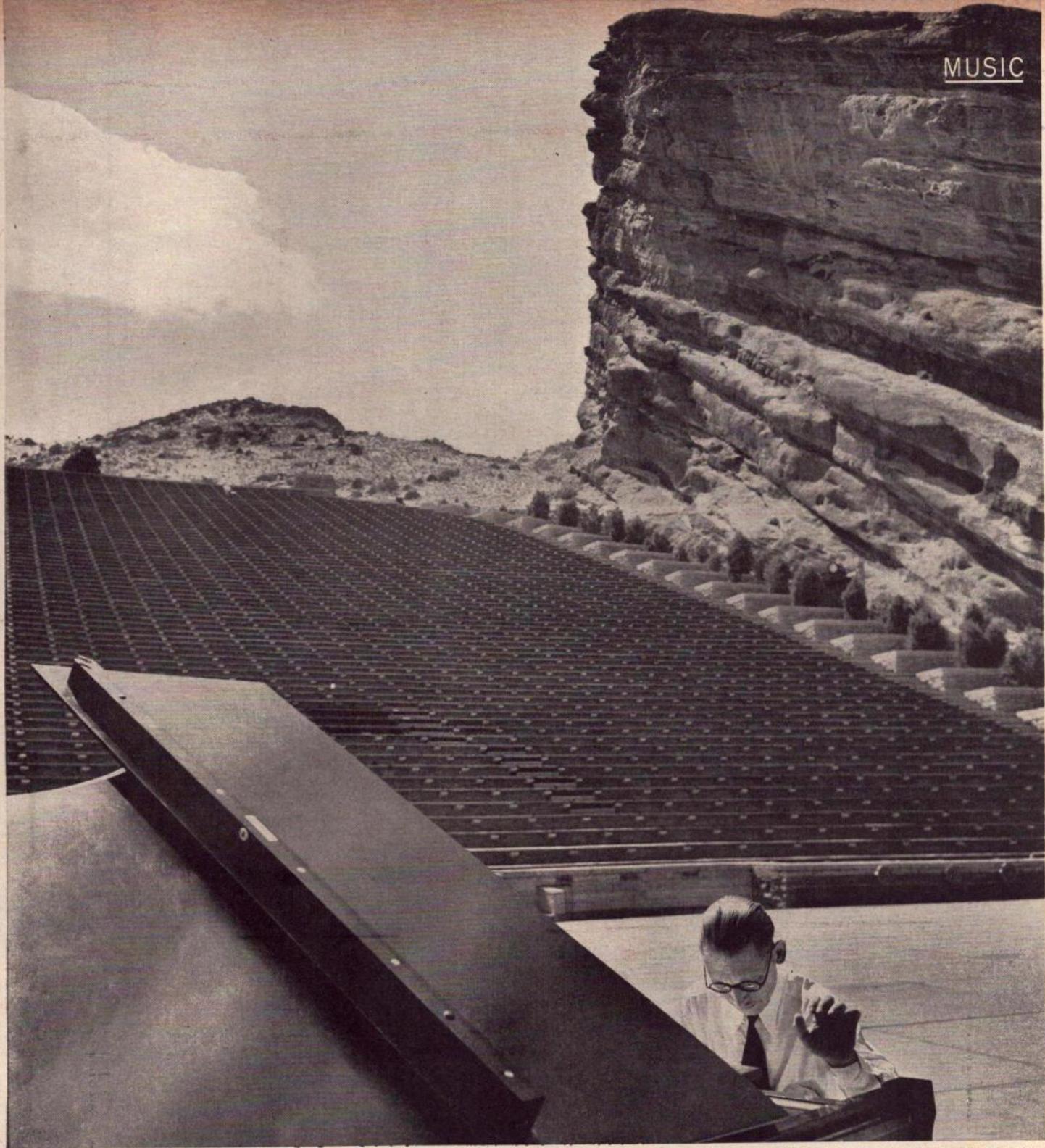
Creole Lamb Chops

- 4 shoulder lamb chops
- 3 tbsps. fat
- 2 medium-sized potatoes
- 3 tbsps. chopped green pepper
- 3 tbsps. chopped onion
- ½ tsp. salt
- ¼ tsp. pepper
- 2 cans Hunt's Tomato Sauce

Brown chops in fat. Drain fat. Peel potatoes, cut in half lengthwise. Place half of potato on each chop. Add green pepper, onion, seasonings, and Hunt's Tomato Sauce. Cover and simmer, basting occasionally, 1½ hours or until potatoes and meat are tender. Makes 4 servings.

Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products
Hunt Foods, Inc., Los Angeles, Calif.



IN VAST AND VACANT RED ROCKS THEATER SOULIMA STRAVINSKY REHEARSES THE MUSIC OF HIS FAMOUS FATHER IGOR, WHO CAN BE SEEN NEAR TOP OF ARENA

RED ROCKS MUSIC

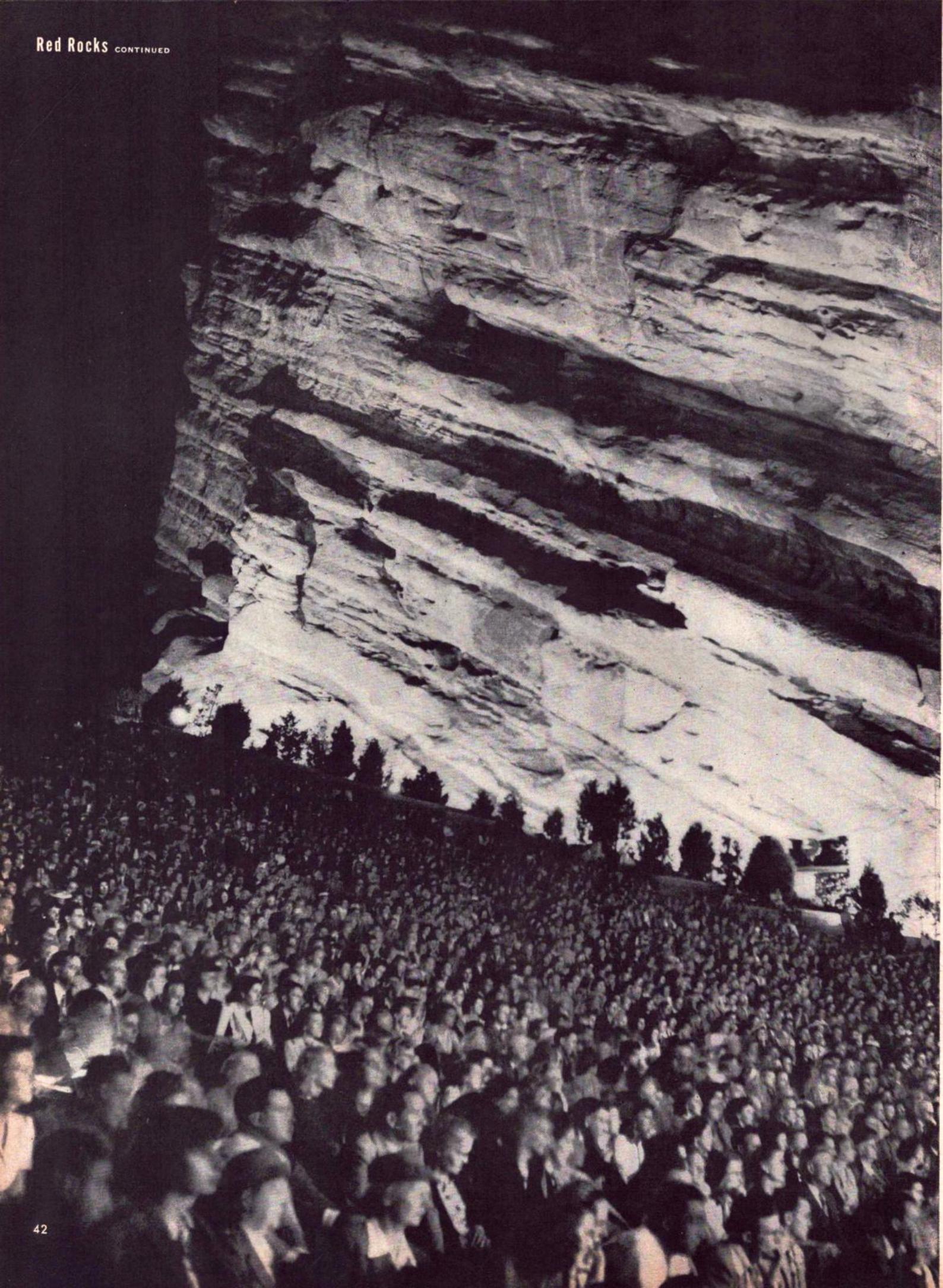
Colorado hears summer concerts in a prehistoric sandstone amphitheater

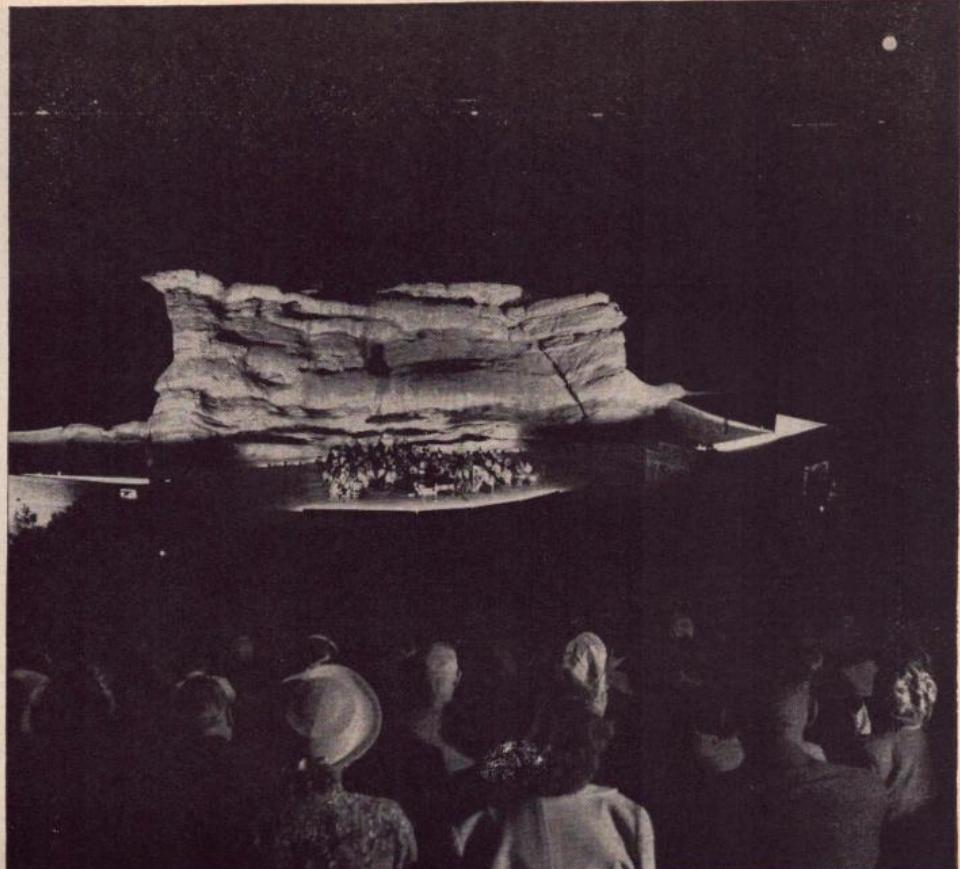
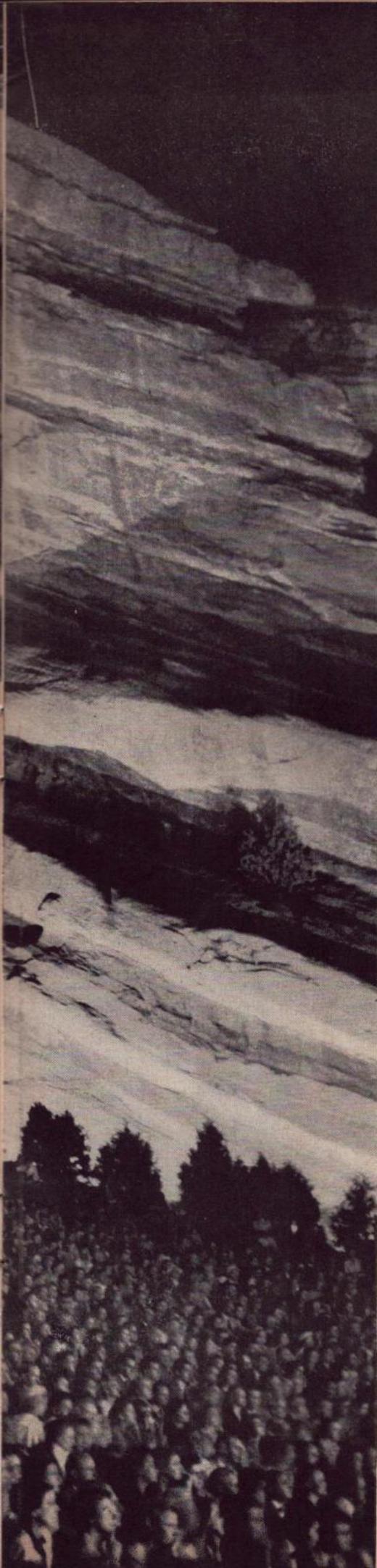
None of the music which floods America during the summer has so eerily beautiful a setting as the concerts given in a huge amphitheater called Red Rocks, 17 miles from Denver. There, about 60 million years ago, an eruption of the ocean floor created a grotesque formation of sandstone which once was a playground for dinosaurs and today is the scene of circuses, barn dances, religious services and, most notably, open-air concerts. This summer Red Rocks imported Igor Stravinsky.

sky to lead the Denver Symphony. The composer-conductor brought along his 38-year-old pianist son Soulima and the two Stravinskys played for a capacity audience of 8,048. High winds raged over the peaks, but not a sound except the music could be heard in the arena. Stravinsky was luckier than one conductor who, during a performance a year ago, suddenly found himself leading only half an orchestra. The other half was scrambling for its music which had been swept away in a gale.



IN TOP ROW of seats Composer Igor Stravinsky listens to his son at the piano, far down on the platform.





THE LIGHTS OF DENVER 17 miles away and the newly risen moon are visible to music lovers sitting in the

last rows of Red Rocks Theater, 70 rows away from the floodlighted Stage Rock, which forms the back of stage.

NATURE PROVIDES SETTING AND SOME PROBLEMS

As might be expected in an open-air theater which looks like a Wagnerian Valhalla, nature is a force to be reckoned with at Red Rocks. At exactly 9:15 p.m. every night a breeze whirls down from the mountains and whips through the theater. Taught a lesson by early mishaps, the concert managers now schedule their intermissions to begin at this time. When the concerts resume at 9:30 the wind has blown itself out. There are no other natural interruptions in Red Rocks concerts. Although the

area is subject to almost daily rainfall, the downpours conveniently occur in the afternoon. Not once since the theater was formally dedicated in 1941 has rain interrupted a Red Rocks program. Stage Rock, the natural sounding board which rears up behind the stage, is acoustically so remarkable that soloists need no amplifiers. It also provides the musicians with an interesting acoustical trick. They stand on stage and shout, "Board of Health!" After a short pause a loud echo answers, "Go to Hell!"

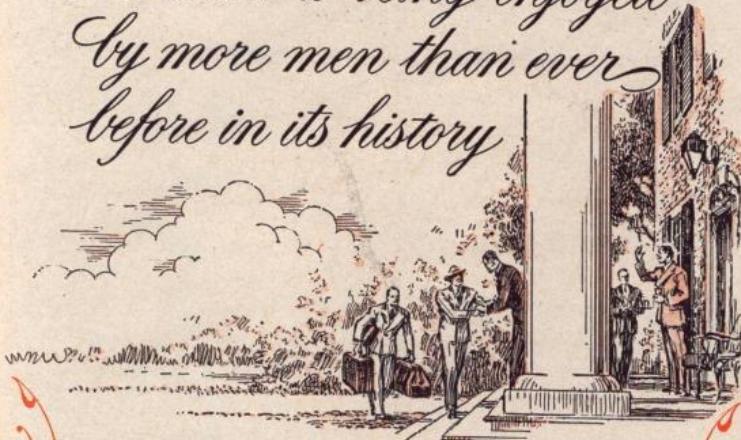


STRAVINSKY BOWS after conducting his ballet suite, *The Fairy's Kiss*. He also conducted his *Capriccio*

for Piano, with his son Soulima as soloist. Half hour after the concert, audience still was shouting, "We want Igor!"

Today

Old Crow is being enjoyed by more men than ever before in its history



Those in the know...ask for

OLD CROW



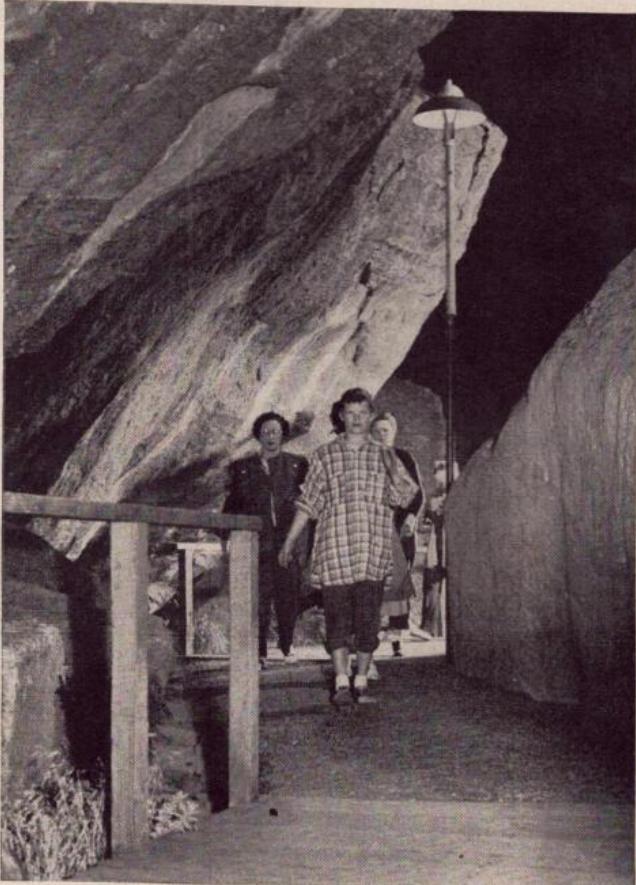
*Kentucky Straight
BOURBON WHISKEY*

Back in the 1830's when James Crow began distilling his fine Kentucky whiskey, only a few neighbors knew its rare, rich goodness. Today, men the world over know its superb flavor, and ask for Old Crow.

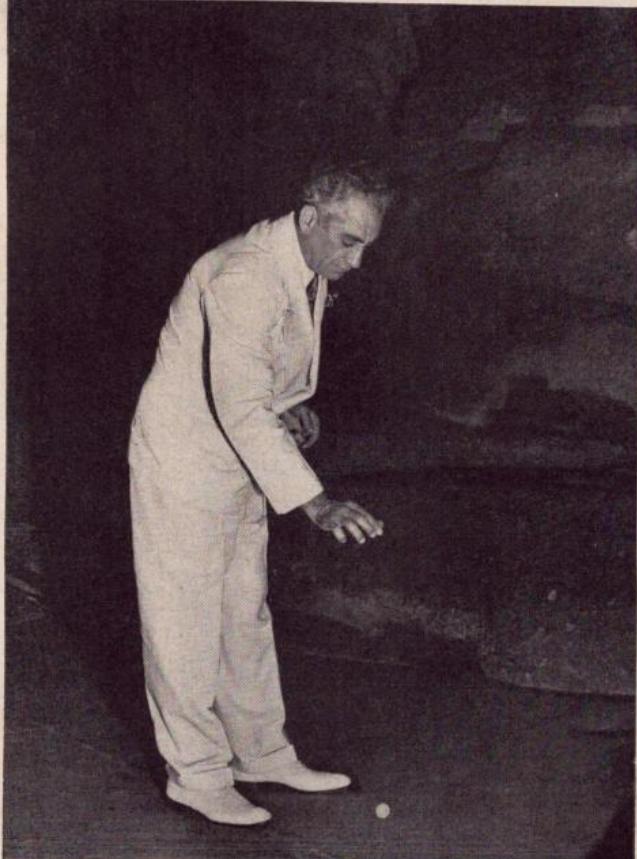


**A TRULY GREAT NAME
AMONG
AMERICA'S GREAT WHISKIES**

Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Prod. Corp., New York



ENTERING THE THEATER, concertgoers follow natural path that winds under the rocks and over a catwalk. Excursions to the concerts are promoted in towns as far as 150 miles from Denver. Seats, all unreserved, sell for \$1.80.



TESTING THE ACOUSTICS, Denver Conductor Saul Caston drops half-dollar on the stage before performance. Normally sound is heard in last row. When it is not, the orchestra's seating is rearranged and musicians play louder.

Imagine a Pen

not much longer than your cigarette!

"The Kimberly Pockette is a terrific idea. So small and safe, I just drop it into any pocket. It's a star performer; writes smooth and easy—instantly."

Says DENNIS MORGAN
Starring in "TWO GUYS FROM TEXAS"
A Warner Bros. Production
Color by Technicolor



©1948, Eversharp, Inc.

... yet it opens up to a full size pen!

This Kimberly Pockette is a new EVERSHARP writing wonder! When closed—it's little longer than a cigarette. Drop it in any pocket, in vest, coat, trousers. It won't leak—it can't. When opened it's a full size pen—with **full ink supply**. It *rolls* ink on *dry* . . . writes on and on and on without refilling. Its velvet-smooth point is so precision-made that you can write *at any angle*!

You'll want this Kimberly Pockette by EVERSHARP no matter how many pens you own! It's so convenient, so amazingly smooth-writing. Handsomely styled in your choice of bright he-man colors.

With 14-K gold-filled band, only \$7.50... (tax included).
With Chrome band, only \$4.95 (no tax). Be sure to see the handsome new Kimberly Pockette by EVERSHARP.
Write with it . . . try it . . . *buy it today!*

Kimberly
POCKETTE
by EVERSHARP

P. S. Buy one for your wife . . . in feminine high-style colors.



A scene from the Monogram picture, "16 Fathoms Deep," starring Arthur Lake, Tanis Chandler, Eric Feldary, and Lon Chaney, Jr., and directed by Irving Allen . . . filmed in Ansco Color.



Just hold your 35mm Ansco Color transparencies up to the light! You can project them on a screen, too, or have prints made!



True-color transparencies this size are made on 120 or 620 Ansco Color Film. See how faithfully the colors are duplicated!



Does your camera have an f6.3 or faster lens? Does it take pictures in the sizes listed below? Then try true-color Ansco Color Film!

Natural-color pictures take your breath away!

You can have exciting transparencies in full colors now, on the only color film used by Hollywood and also available to you!

The picture shown above is from "16 Fathoms Deep," made on Ansco Color Film, now showing all over the country. When you load with Ansco

Color Film, you're able to catch wild colors of nature, delicate sky hues, and subtle flesh tones with breath-taking realism.

Processing? Do it yourself! Or have it done by your dealer in a hurry! Afterward, view your Ansco Color transparencies against light, project

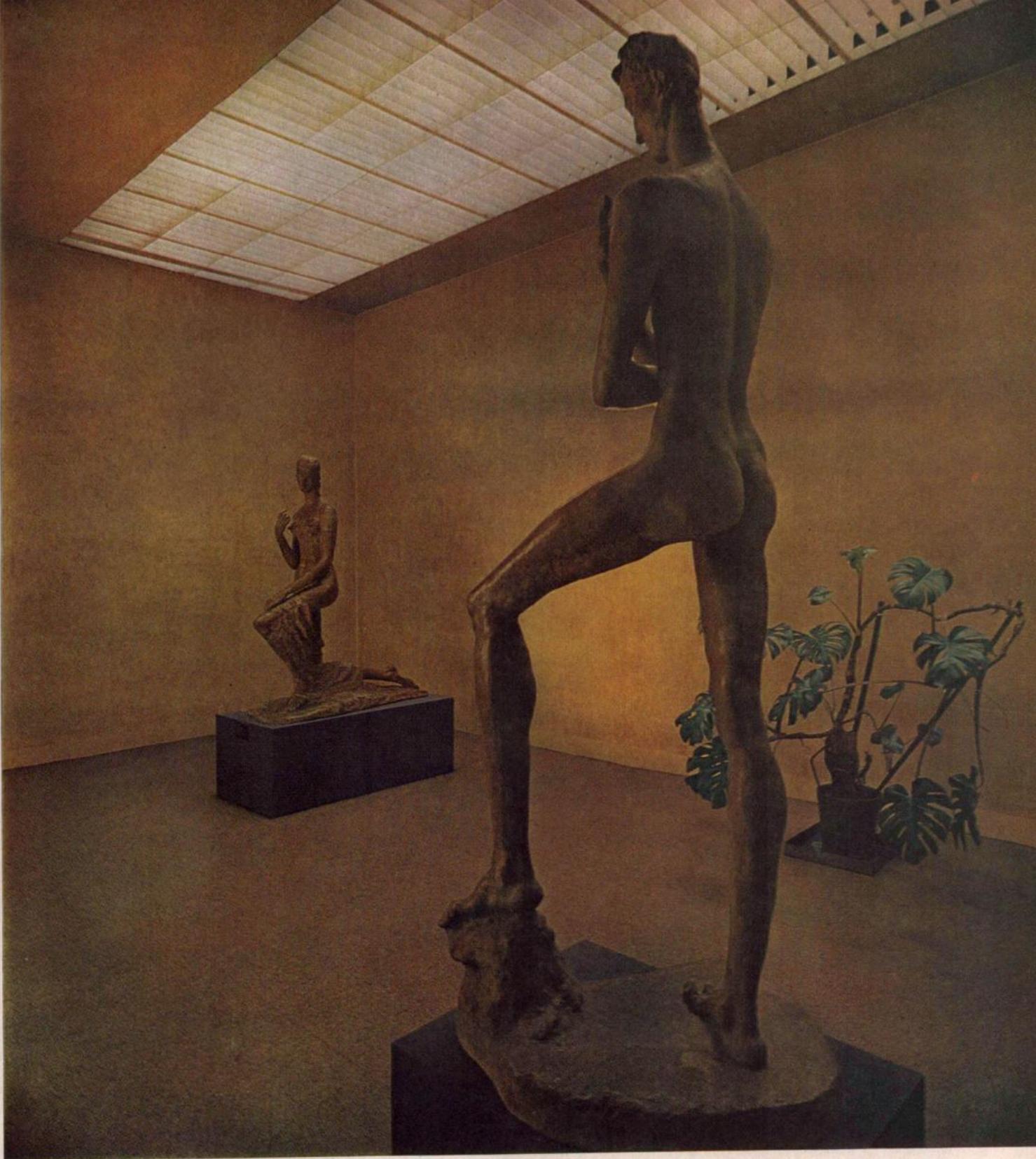
them on a screen, or have glorious color prints made on Ansco Color Printon by your dealer.

If your camera uses 35mm cartridges, 120 or 620 rolls, sheets, or 16mm (movie) film and its lens is f6.3 or faster, take gorgeous Ansco Color pictures today! Ansco, Binghamton, N.Y.

Ask for **ANSCO** color film!

A DIVISION OF GENERAL ANILINE & FILM CORPORATION





Lehmbruck Sculpture

GERMAN ARTIST'S WORK HAS OWN ROOM AT MODERN MUSEUM

One of the most effective and lovely spots in American museums is the room shown above in New York City's Museum of Modern Art. Here two elongated, gently brooding statues by Wilhelm Lehmbruck stand all alone under a long skylight and give the spacious room an air of hushed and dreamy thoughtfulness.

The statues, called *Standing Youth* and *Kneeling Woman*, reflect the character of the artist who made them. Lehmbruck, son of a German miner, was a tense, inhibited young man who studied art in Düsseldorf but

always wanted to go to Paris. In 1910, when he was 29, he settled in that city and his talent flourished. Lehmbruck wanted to give the human body a sense of release from the earth and imbue it with the aspirations of great Gothic art. He tried to create in his sculpture not so much what he saw as what he felt. In four brief years in Paris, he worked feverishly and produced dozens of statues which many critics now rank among the finest of this century. But in 1914 war forced Lehmbruck to go back to Germany, and his spirit broke. In 1919, weary and disillusioned, Lehmbruck killed himself.



No matter how you slice them...

...you can't get away from this—LIFE SAVERS

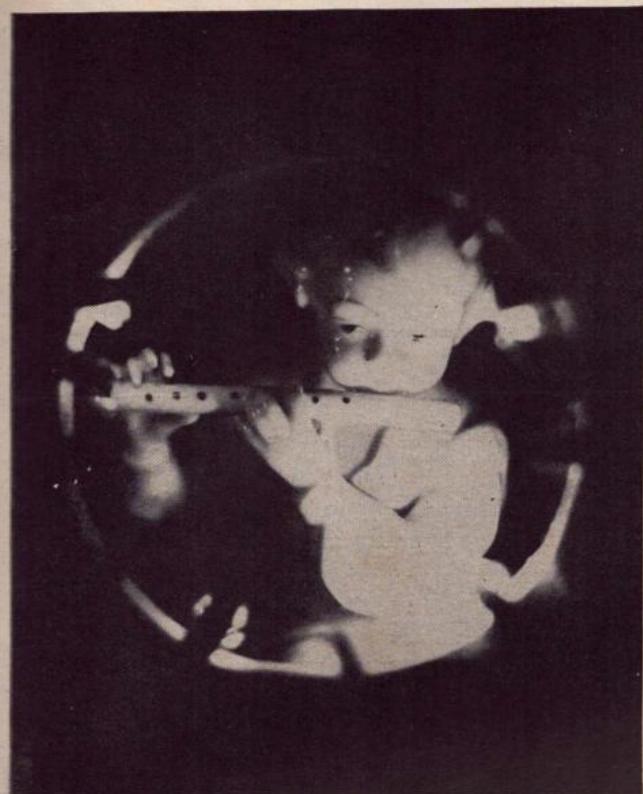
taste as though they dripped right from the plump ripe fruit

into the handy Life Saver package!

Same high quality...same old price...



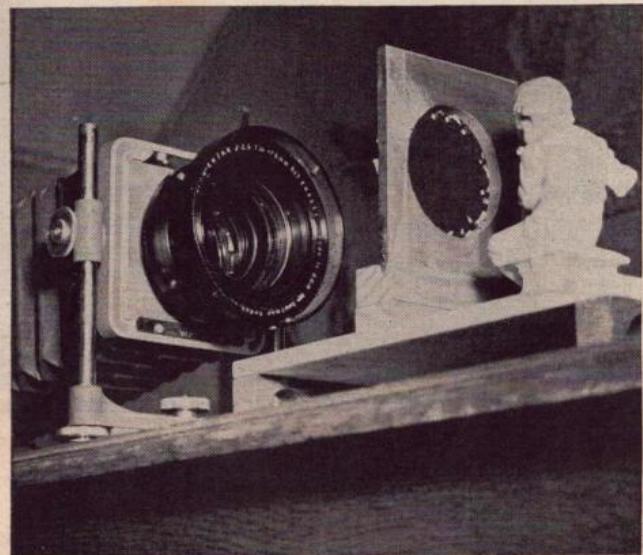
still only 5¢



FIREFLY-LIT PICTURE of statuette was taken with an exposure time of one hour, lens aperture of f2.5. Flashes from tails of fireflies gave the only light.

PHOTOGRAPH TAKEN BY FIREFLY LIGHT

Though for centuries the Chinese have used caged fireflies for home lighting, the fireflies of other lands, until recently, had no practical use. Last month, however, American fireflies were put to work. Dr. Ross E. Hutchins of Mississippi State College took the picture above, using only the light from the tails of a dozen of the little insects. The professor, who is conducting experiments to find out how fireflies make their light, prefers male specimens which glow more brightly than females.



LIGHTING APPARATUS for the picture at top of page was made by taping fireflies to edges of round hole in the wood frame between camera and subject.



that
needs no
protection!

Firestone Velon®

Firestone Velon keeps your furniture looking as if it has been cherished under glass, no matter how youngsters and pets romp over it!

Cleaning bills? Never have them. Velon wipes clean with mild soap and water. Slip covers? Never use them. Stains are no problem on long-wearing Velon.

For stunning furniture, table tops...in exciting colors and authentic grains, be sure it's upholstered with Firestone Velon.



Listen to the Voice of Firestone Monday Evenings over NBC

Look for this tag on the product you buy



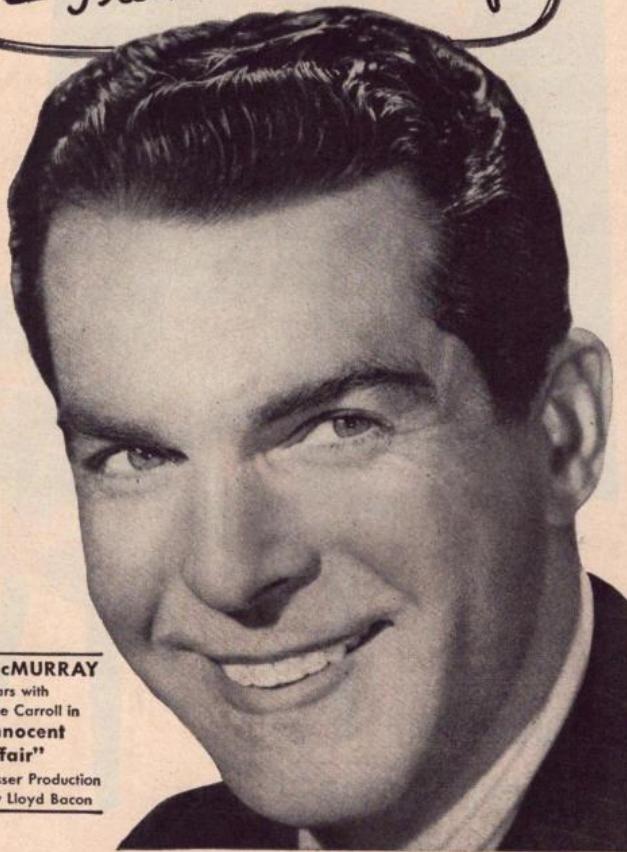
*TRADE MARK ©1948, FIRESTONE TIRE & RUBBER CO.

"JERIS

WINS MY THANKS FOR
THE WONDERS IT WORKS,
ON MY HAIR AND SCALP!"

PRAISES

Fred Mac Murray



FRED MacMURRAY

co-stars with
Madeleine Carroll in
"An Innocent
Affair"

A James Nasser Production
Directed by Lloyd Bacon

KEEP YOUR HAIR WELL-GROOMED Free of Dandruff Too, with "Double-Action" Jeris!

Guard your hair and scalp the amazing way so many movie stars now do. Use famous Jeris Antiseptic Hair Tonic daily, with massage. Jeris' remarkable "double-action" not only keeps your hair neat and smooth... but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS* ON CONTACT!
Antiseptic action instantly removes unsightly dandruff flakes from hair and scalp.

(2) JERIS STIMULATES THE SCALP! Daily massage with Jeris awakens blood flow. Nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take Fred MacMurray's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

*(*Pityrosporum ovale*), which many authorities recognize as the cause of infectious dandruff.



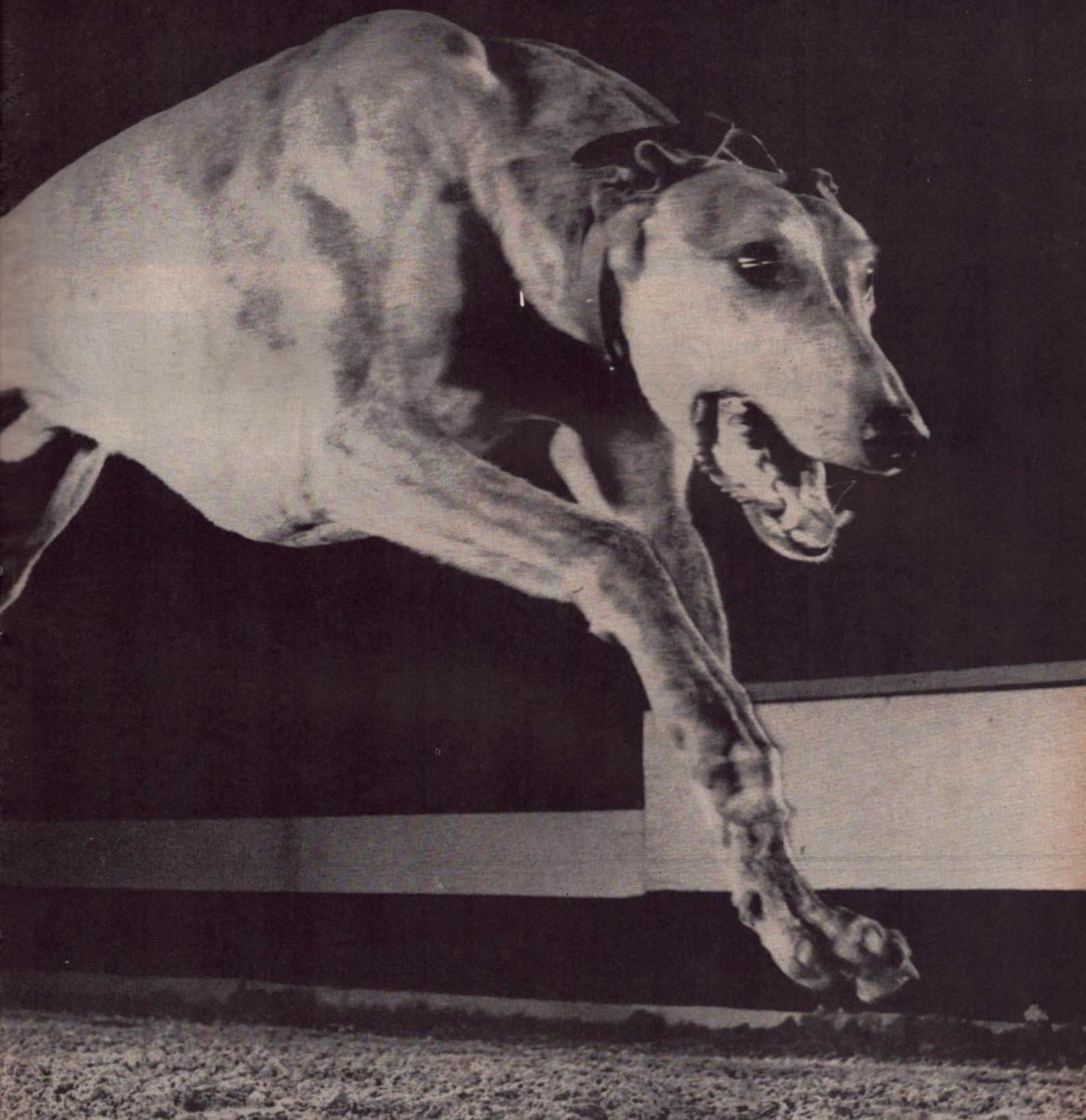
JERIS
ANTISEPTIC HAIR TONIC



WITH MOUTH OPEN AND EYES FIXED ON THE MECHANICAL RABBIT JUST

RACING GREYHOUND

River Border covers 16 feet with each stride



A FEW YARDS AHEAD, RIVER BORDER, A PROMISING 2-YEAR-OLD RACING GREYHOUND, SWIFTLY RACES DOWN THE SANDY TRACK AT BOSTON'S WONDERLAND PARK

The well-muscled greyhound in the picture above is moving at a speed of nearly 40 mph, covering 16 feet with each bounding stride. To get this picture LIFE Photographer Cjon Mili half buried his camera in the middle of the track, almost in the path of the greyhound, and tripped his shutter as the dog sped past, scarcely 6 feet away. The dog, River Border, is a 2-year-old newcomer to racing. He has graduated from a series of "schooling races," practice sessions held to weed out animals more interested in jostling other dogs than in running. Now

River Border, valued at \$1,000, is appearing in the big-time night races. Ahead of him is a useful racing life of four to five years, during which he may, but probably will not equal the prize total of nearly \$50,000 won in 2½ years by Lucky Pilot. Although only five states—Arizona, Florida, Massachusetts, Montana and Oregon—permit dog racing, the sport has an annual betting handle of about \$200 million. Wonderland, in Revere, Mass. where these pictures were made, is the biggest of the 23 U.S. tracks. The take there is nearly \$500,000 a night.



INSPECTION OF DOGS takes place just before each race when the muzzles and blankets are examined to make sure they will not come off during the race.

Young, proud and still pioneering —that's OKLAHOMA!

You'll look far and wide to find thundering herds, cowboys and Indians in Oklahoma. But—not so hard to find what makes it tick. It's the people! The pioneer spirit lingers on, in their hearts, in their actions and efforts to build a sound state.

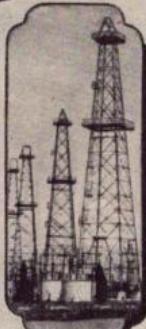
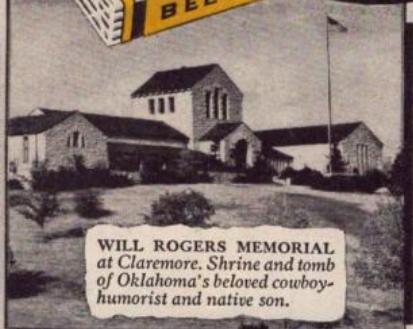
Blessed in its natural resources—oil down under, crops and livestock on top—Oklahoma has come a long way since statehood only forty years ago.

Living in a land of rich harvests, Oklahomans relish the fine flavor of—

Beech-Nut Gum

It has the flavor you like

Beech-Nut BEECHIES
Candy Coated Gum
Good, too



WILL ROGERS MEMORIAL
at Claremore. Shrine and tomb
of Oklahoma's beloved cowboy-
humorist and native son.



TULSA—"Oil Capital of the
World"—home of the Interna-
tional Petroleum Exposition.



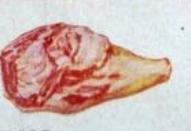
AT START OF RACE stall doors are opened by man in rear and the eight dogs bound out in pursuit of rabbit. Races are run at six different distances.



CLOSE FINISHES are checked with an official camera. The dogs will be halted by a net which is dragged across the track (between them and the rabbit).

MEAT as a source of protein, B vitamins, iron

All ratings based on cooked values

KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NIACIN	
		EXCELLENT	EXCELLENT	FAIR	EXCELLENT
		EXCELLENT	FAIR	EXCELLENT	EXCELLENT
		EXCELLENT	FAIR	GOOD	EXCELLENT
		EXCELLENT	GOOD	GOOD	EXCELLENT
		EXCELLENT	EXCELLENT	EXCELLENT	EXCELLENT

All meats also contain the minerals—copper and phosphorus—in significant quantities.

Best-Known Functions of Protein

—to build and maintain body tissues, repair them after illness or injury. *Complete* protein contains all ten of the essential amino acids; these ten all must be supplied to the body at the same time for tissue building, repair and replacement. *Complete* protein is essential throughout life, if the body's tissues are to remain healthy. Required by children in proportionately larger amounts than adults, for healthy growth.

Best-Known Functions of the B Vitamins

—Vitamin B₁ (thiamine)—necessary for healthy nerves, good appetite, best possible growth of children. Deficiency may lead to nerve, digestive and heart disturbances. Vitamin B₂ (riboflavin)—essential for growth of children. Regarded as necessary for healthy skin. Niacin—needed for prevention of pellagra, a serious deficiency disease that affects the skin, nervous system and digestive tract.

Best-Known Functions of Minerals

—Iron—essential to hemoglobin, which carries oxygen in the blood. Deficiency causes anemia. Copper—apparently enables the body to utilize iron better. Phosphorus—combines with calcium in building bones and teeth.

THAT meat you like to eat . . . you always knew it was good, but did you know it was as good as the chart above shows?

You probably know the importance of protective B vitamins, food iron and other minerals. The chart shows how rich meat is in these essentials. But have you heard the new findings about *complete* protein?

Here are the facts: Protein is composed of "building blocks" called amino acids. Ten of these are essential. They work as a team. If even one of them is missing, the team can't go to work building muscle tissue and blood, and replacing worn-out body cells with fresh, new ones. Laboratory research shows that part of the "building blocks" at one time and part at another—even two hours later—does

not produce the same results. They have to work as a team.

Sausage for breakfast, hamburger for lunch, roast for dinner—in any meat meal, you know that you are getting *complete* protein and *all* of its body-building benefits.

Sure—you knew meat was good, but did you know it was this good?



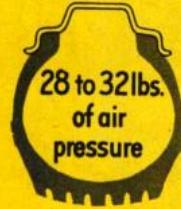
This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



H. LEROY ADAMS, manufacturer, Denver, Colo.: "Super-Cushions sure do make a big difference in your car's performance. I put a set on my 1947 sedan, and in traveling on the steep mountain roads around

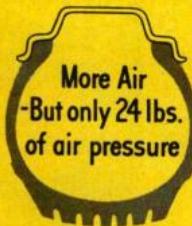
Denver, the first thing I noticed was the greatly added traction . . . No road shock or lateral sway when I hit bumps . . . The lessening of road shock leaves me a lot less fatigued at the end of a long day's driving."

Conventional Tire



Ordinary ride

Super-Cushion

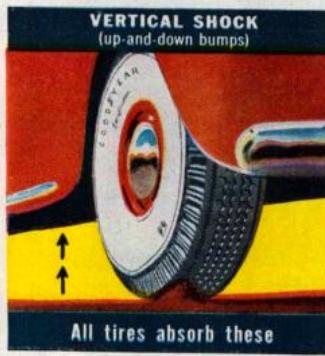


New softer ride

Softer Ride! The Super-Cushion—made only by Goodyear—is bigger and softer. It runs on only 24 pounds of air. You get a softer ride, and a wonderful new ease and stability in car handling. Leading car makers, amazed at its performance, adopted it for their new cars!

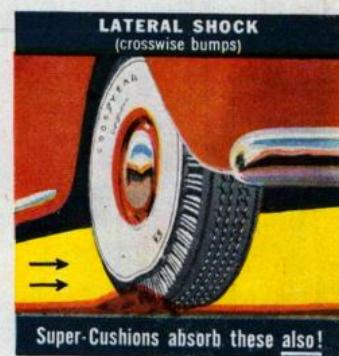
Super-Cushion T. M.—The Goodyear Tire & Rubber Company

VERTICAL SHOCK (up-and-down bumps)



All tires absorb these

LATERAL SHOCK (crosswise bumps)



Super-Cushions absorb these also!

Absorbs Shock! Conventional tires absorb vertical shock. But pillow-y Super-Cushions do it far better—and are the first tires ever made that absorb lateral shock satisfactorily! They *soak up* jolts and vibration. Result: less wear on your car—and fewer repair bills!

The new *Super-Cushion*

Will it do wonders for your car? These folks say yes!

FIRST NEW KIND OF TIRE IN 15 YEARS WILL FIT
YOUR PRESENT WHEELS AND MODERNIZE YOUR
CAR—LET THESE MOTORISTS TELL YOU HOW!



BILL FLEMING JR., farmer, Slater, Ia.: "It's amazing how much smoother your car rides with Super-Cushions. These tires have done away with shocks I've always felt hitting chuck holes and bumps on country roads. In fact, I can drive across open fields in comparative comfort. And on the highway, the car really hugs the road. You can take the sharp turns safer, and stop a lot quicker, too."



G. E. DALEY, hotel manager, Pine Point, Me.: "I got a new car recently and it rode very well. But when I put Super-Cushions on it, they made a tremendous difference. It rides smoother than any car I've ever driven. With these tires, you get a new feeling of ease and security at the wheel. Your car responds to the slightest touch, handles better in traffic; and really sticks to the road on the curves."



More Mileage! Super-Cushions not only *modernize* your car's road performance—they also consistently average *more mileage* than the best standard tires! They'll fit the wheels on your present car—so see your Goodyear dealer NOW!



MILLIONS OF SUPER-CUSHIONS ARE NOW IN USE ON NEW AND OLDER CARS!

ion by **GOOD YEAR** THE GREATEST NAME IN RUBBER



I HEARD IT on the radio . . . that haunting melody with romantic words about a new kind of shampoo, "Dream Girl, beautiful Lustre-Creme Girl," went the refrain. I thought despairingly about my dull looking, unruly hair. Would Lustre-Creme Shampoo really help? Would it turn Jim's casual friendship into something more?



THAT SONG spurred me to action. I sought a famous hairdresser to find out about Lustre-Creme Shampoo. "It's not a soap, not a liquid," he explained, "but a dainty, rich lathering cream shampoo created by cosmetic genius, Kay Daumit, to glamorize hair." In a few minutes I gazed, delightedly, at my hair—its long hidden beauty fully revealed.



"KEEP IT LOVELY" . . . the hairdresser urged. "Use Lustre-Creme Shampoo at home. It leaves hair three ways lovelier: (1) leaves it fragrantly clean, free of dust and loose dandruff; (2) highlights every strand with lovely sheen; (3) leaves hair soft, easy to manage. Its instant billowy lather is a rare blend of secret ingredients—plus gentle lanolin, akin to natural oils in a healthy scalp."



MY LUCKY STAR SHONE the night Jim and I dined on the terrace of his country club. Somebody turned on the radio in the lounge and on came that haunting melody again: "Dream Girl, Dream Girl, beautiful Lustre-Creme Girl . . . hair that gleams and glistens from a Lustre-Creme shampoo." For the first time, Jim really noticed my Lustre-Creme tresses. He snuggled closer and fondly touched a silken strand. "Say," he whispered, "that song fits you. You are a Dream Girl . . . my Dream Girl . . . and I've been waiting for you a long, long time."

Haunting melody inspires "bachelor-girl" to become lovely "LUSTRE-CREME" Dream Girl

BUT IT WAS MENDELSSOHN who gave me my Big Moment. As I trod the middle aisle to his beautiful "Wedding March," I couldn't help thinking that composers and song writers are the real Dan Cupids. If I hadn't heard that Lustre-Creme song, I might still be a bachelor girl with dismal looking locks, not a happy bride with sparkling hair. Now Jim also uses Lustre-Creme Shampoo; its blend of secret ingredients, plus lanolin, leaves his hair magically well-behaved.



YOU, TOO . . . can have soft, glamorous Dream Girl hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (No special rinse needed.) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage; lovely to caress. Try it! Now Lustre-Creme comes in tubes as well as in jars . . . for home and travel use, convenient for all members of the family. 4-oz. jar, \$1.00. Smaller sizes in jars or tubes . . . 49¢ and 25¢. At all cosmetic counters.

Kay Daumit, Inc. (Successor), 919 N. Michigan Avenue, Chicago, Ill.



Whether you prefer the TUBE or the JAR, you'll prefer LUSTRE-CREME SHAMPOO





TURNING THUMBSCREW on frame over patient's head, surgeon lowers a needle into the man's brain. Strapped in a sitting position, patient receives anesthesia through

tube in his windpipe. The cage of wire mesh behind his head is used to keep out extraneous electrical impulses while an electroencephalograph records his brain impulses.

NEW BRAIN OPERATION FOR MENTAL ILLNESS

Laden with strange-looking apparatus and surrounded by doctors and nurses, the patient above is undergoing one of the newest and most promising types of brain surgery for mental disorders. The operation, known as a thalamotomy, involves the lowering of a needle through the skull to the thalamus, a nerve center at the base of the brain. An electric current passed through the needle scars the thalamus tissue and permanently cuts off the flow of impulses which play a large part in the development of severe anxieties, obsessions and other emotional disturbances.

In operating on the thalamus, the surgeons are dealing with one of the most delicate parts of the brain. A sort of "relay station," the thalamus chan-

nels impulses to and from the prefrontal lobes—that part of the brain which lies directly behind the forehead and which is concerned with complicated mental activity. When the relationship between the thalamus and the frontal lobes becomes disordered, as it seems to in some psychiatric patients, one method of relieving the condition is to block the nerve pathways between the two parts of the brain. That is what the thalamotomy does.

In the recent past, two other principal surgical methods have been used to interrupt the nerve impulses: 1) prefrontal lobotomy (LIFE, March 3, 1947), which involves a deep cutting of the frontal lobes themselves, and 2) topectomy, in which a portion of the frontal lobes is removed. One drawback

to both these operations is the extent of damage to brain tissue. Patients are sometimes left with serious aftereffects, such as childishness, lack of responsibility and even attacks of epilepsy. In the new operation, the nerve pathways are interrupted with only slight damage by the needle to the other brain tissue.

The thalamotomy, developed in the School of Medicine at Temple University in Philadelphia, is still in an experimental stage. But of 16 patients—all extreme mental cases—who have undergone the operation, 14 have improved, some considerably. Troublesome aftereffects to date have been negligible. The patient shown above was actually able to return to his former trade five weeks later.



classroom bound?

Get a complete JOCKEY UNDERWARDROBE



Jockey gives you comfort so perfect it's patented!

More and more men are finding that Jockey is the one sure way to avoid the discomfort and embarrassment of bunching, binding, twisting underwear!

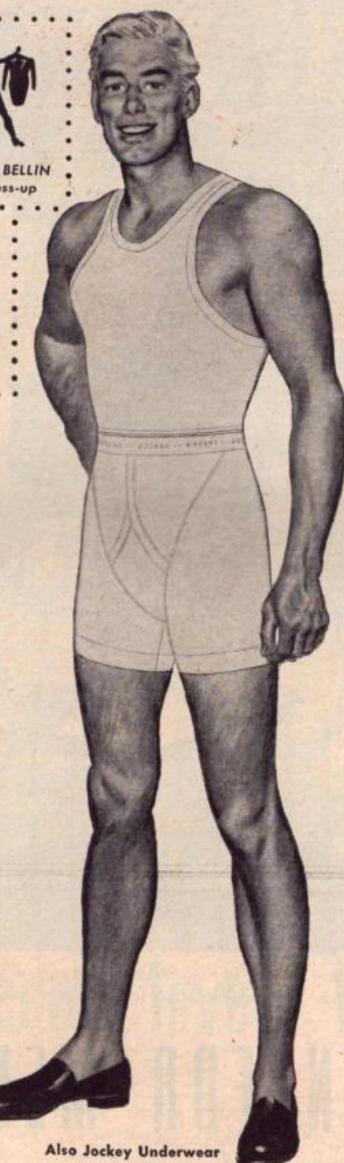
Only Jockey Underwear is measured to your build, fits snug as your skin, moves with you.

Only Jockeys have the patented comfort features—famous Y-front construction, the protective cradled pouch for masculine support, the no-gap opening, the smooth-seamed freedom from chafing.

Get a complete Jockey Underwardrobe—enjoy complete comfort. Don't forget Jockey Contoured Shirts to match, short sleeves or sleeveless.

Only Jockey gives you underwear "measured-to-your-build"!

Your Jockey dealer has the "Hip-Tape" measuring method, developed and copyrighted by Coopers, as an exclusive service for Jockey customers. This method assures you perfect fit at the hip and crotch—as well as around the waist.



Also Jockey Underwear
in Children's Sizes

Don't ask for "knit underwear" ask for

Jockey

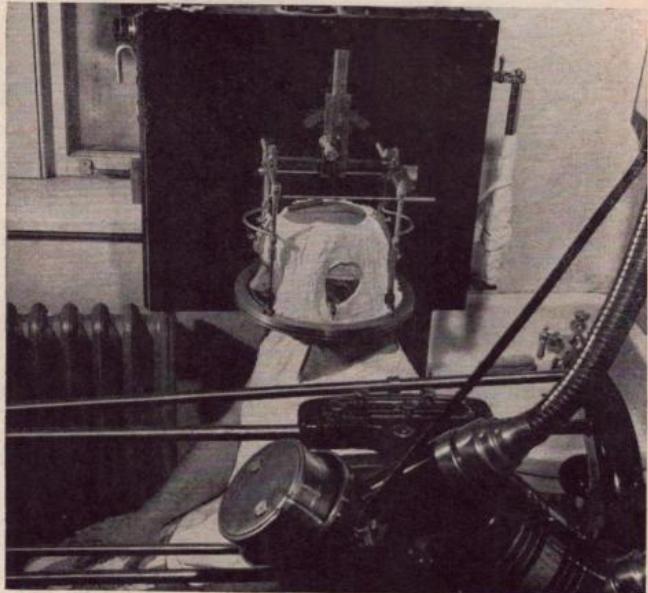
REG. U. S. PAT. OFF.



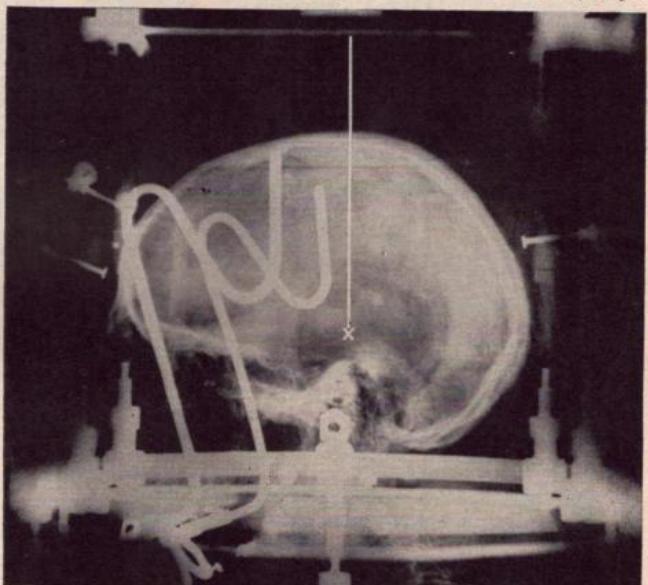
It's a brand . it's a trademark . it's made by

Coopers INC.
Kenosha Wisconsin

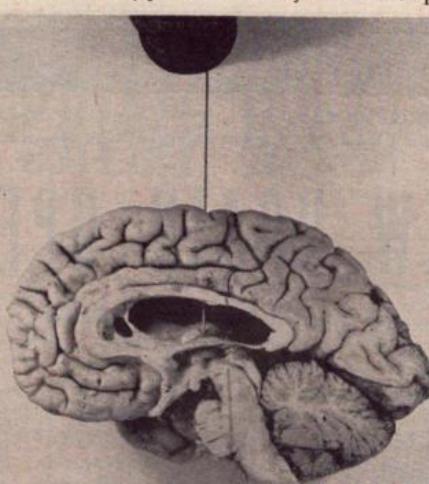
Licenses: Canada, Moodies; British Isles, Lyle and Scott; Australia, Speedo Knitting Mill; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller; Colombia, Ego Ltda.



SKULL IS X-RAYED with the metal frame in place and the needle ready to be lowered. Resulting picture (below) helps doctors to aim needle at tiny target.



PATH OF NEEDLE to the thalamus (marked by "x") is predetermined by tracing its course on an X-ray plate. Needle is adjusted to follow projected line.

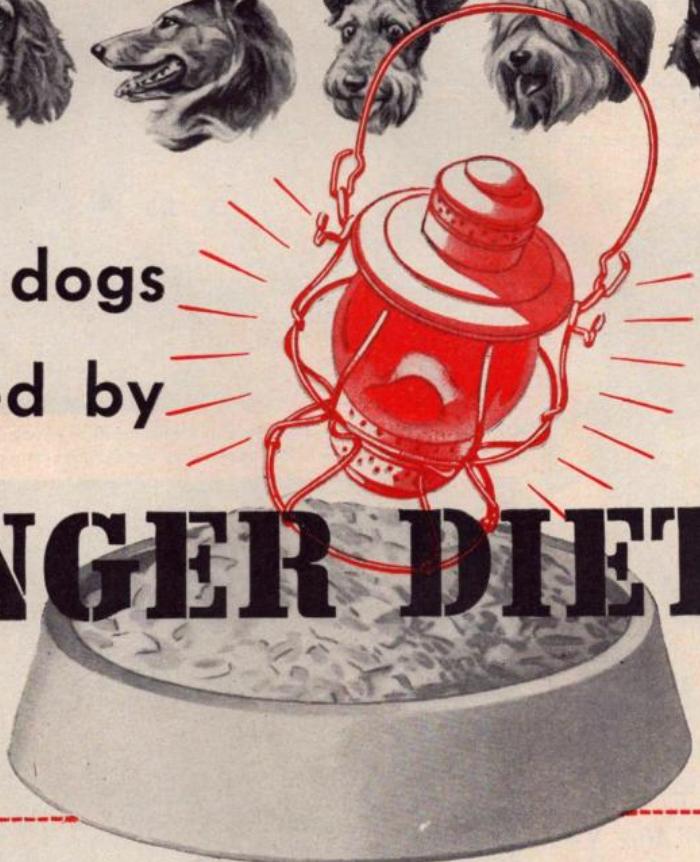


HOW BRAIN IS PIERCED by the needle is illustrated on dissected brain above. Since each half of the brain contains a thalamus, needle is inserted twice.



**Thousands of dogs
are threatened by**

DANGER DIETS



Dog owners are unknowingly practicing "false economy" by feeding incomplete dog foods that may lead to serious problems.

Symptoms: UNDERWEIGHT • DIARRHEA • SKIN IRRITATION • LISTLESSNESS
NERVOUSNESS • SHEDDING COAT • ANEMIA • DULL COAT

PARD, the complete "one-dish-dinner" provides the scientifically balanced diet every dog needs every day



ALL THE RESOURCES OF SWIFT & COMPANY combine to make Pard nutritionally so excellent. Men of many sciences have participated in the research—biologists, zoologists, chemists, veterinarians and other specialists have experimented unceasingly to make Pard America's outstanding dog food.



GENERATION FEEDING TESTS. Pard has been proved by the ultimate in nutrition tests—actual feeding to generation after generation of dogs in Swift's famous experimental kennels. These dogs were fed Pard and water only—not one dietary illness ever appeared. Reproduction normal. Remember, 4 out of 5 common dog ailments are caused by inadequate diet. So play safe! Feed Pard!

Pard's health-giving ingredients!

MEAT BY-PRODUCTS

U.S. Inspected. Rich in highest quality proteins and the amino acids!

SOY FLOUR

Table Quality. Same as used in bread and pancakes!

WHEAT & BARLEY

Same as used in bread and cereals!

GROUND EDIBLE BONE

U.S. Inspected. Same as a soup bone ground!

IODIZED SALT

Table Quality! Same as used in your home!

FISH LIVER OIL

Meets U. S. Pharmaceutical standards!

IRRADIATED YEAST

Same as used in vitamin tablets sold by your druggist!

B-COMPLEX VITAMINS

Same as used in vitamin tablets sold by your druggist!

Pard contains every known essential for balanced nutrition!



PARD IS MADE BY SWIFT & COMPANY

Working Out with Bobby Riggs

National Pro Tennis Champion, '46 and '47



Summer sun and soaking showers don't harm my hair... thanks to the Vitalis "60-Second-Workout!" After a sizzling match and a shower, I take...



"50 seconds to massage." Massaging Vitalis' pure vegetable oils on scalp protects hair from drying effects of sun, wind, water. Rout loose dandruff. Helps check excessive falling hair.



"10 seconds to comb." Now hair is no longer dull, brittle, hard to handle. Has no greasy "patent-leather" shine—Vitalis contains no mineral oil. For a complete summer hair-conditioning, get Vitalis!

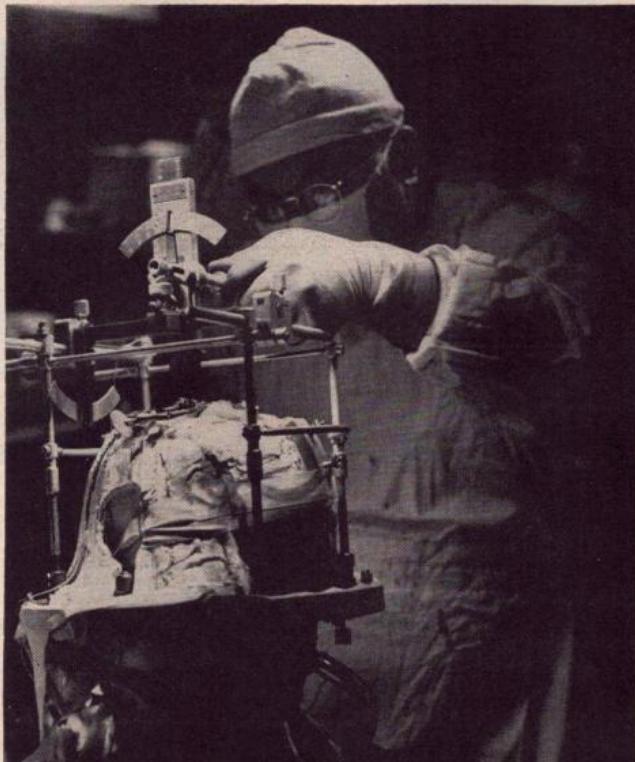


the
Vitalis
"60-Second
Workout"
summerproofs hair
...keeps it handsome

Product of
Bristol-Myers



CROSS IS DRAWN to mark spot where skull will be chiseled out to permit entry of needle. Needle is hollow and has fine wire inside to carry electric charge.



NEEDLE IS LOWERED into brain after surgeon has made careful calibrations on instrument. Needle strikes within one millimeter of intended target.



BRAIN IMPULSES, recorded during the operation by an electroencephalograph, are checked by doctors to determine whether needle is correctly placed.



PENNZOIL
MOTOR OIL

**FLows FAST
STAYS TOUGH!**

This fast-flowing, tough Pennsylvania oil gives engines instant, lasting safety! Get both with double-action Pennzoil!



At this sign of better dealers, coast to coast

*Registered Trade Mark Member Penn. Grade Crude Oil Ass'n., Permit No. 8

Tough-film PENNZOIL* gives all engines an extra margin of safety

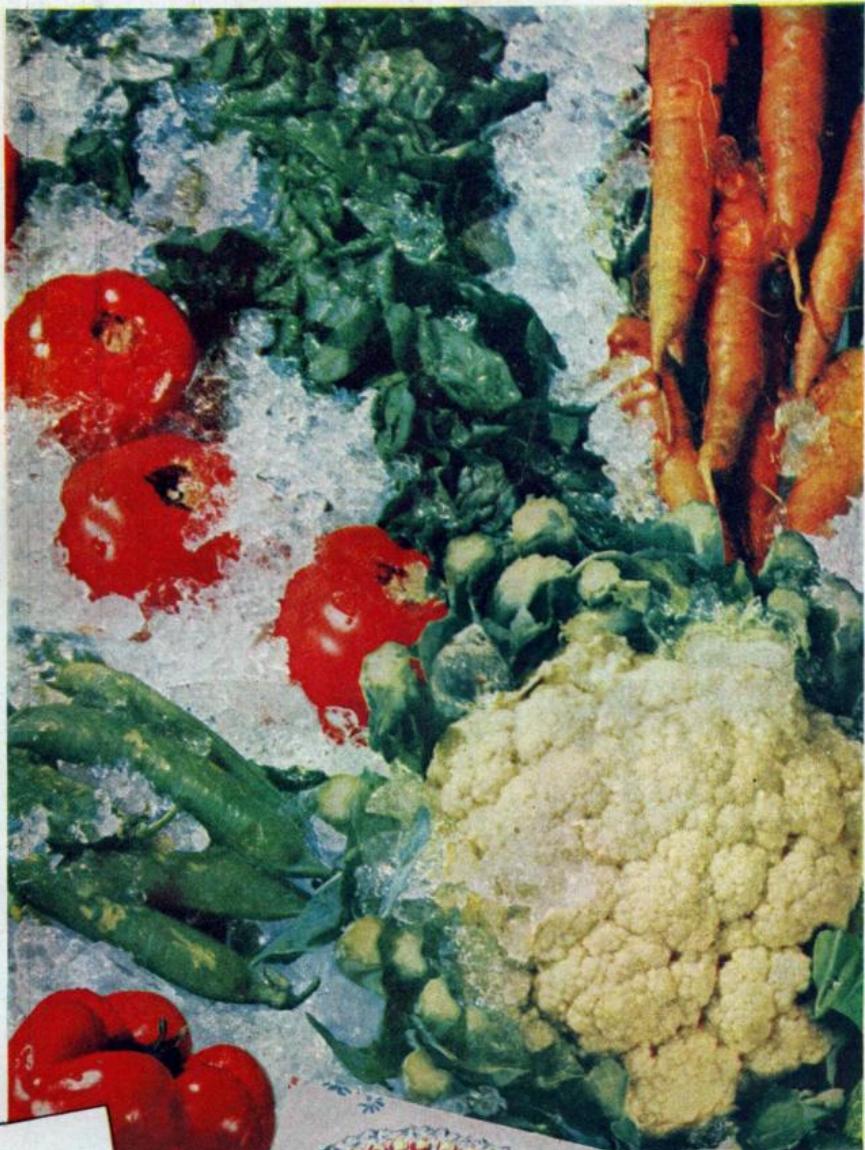
How to get more for your vegetable money!



It's very simple. Just buy your vegetables from stores that protect them *with ice*. Why? Because exhaustive tests—conducted by 16 leading universities—have conclusively proved that vegetables lose health-giving vitamins at an alarming rate while in the store—unless constantly protected with ice.

Here are some of the startling facts: Spinach loses nearly half its essential Vitamin C in 8 hours *unless iced*—and lettuce, 22 per cent. Celery loses 25 per cent in 12 hours—green beans, 25 per cent in 18 hours.

Don't waste your good money on dried-out, vitamin-starved vegetables. Don't risk family health. Get all you pay for. Buy *only* from grocers who use *crushed ice* to keep your vegetables *really* garden-fresh and *truly* vitamin-rich—delicious and *fully nutritious*.



How to enjoy better living at trifling cost!



Smartness for a song! Luxury for pennies! That's what pure, sparkling ice brings to the table. Little wonder clever women glamorize their salads, fruit cocktails and seafoods with *crushed ice*! Little wonder they order pure, crystal-clear, taste-free *ice cubes* for every occasion! It's so easy and so inexpensive! Just call your local Ice Company.



FREE!

Mail a postcard today for your *free* copy of "How to Get More for Your Money When You Market"—chock-full of helpful, money-saving suggestions.



- Foods look—and taste so much better when served with sparkling *crushed ice*. Use it plentifully with salads, seafoods, fruit juices and cocktails.

- A handy little *ice chest* relieves crowded refrigerators—chills bottled beverages quickly—holds extra ice cubes. Great for parties! Inexpensive, too!



NATIONAL ASSOCIATION OF ICE INDUSTRIES, Dept. FA, 1706 L Street, N. W., Washington 6, D. C.

America is buying more ICE than ever before!



ON FARM OF THE FRED R. BRIGHT CO. IN IMPERIAL VALLEY, TRACTOR-DRAWN TRAILERS START HAULING LETTUCE TO MARKET

IMPERIAL VALLEY

IT IS THE MOST ABUNDANT VEGETABLE GARDEN IN THE WORLD

PHOTOGRAPHS FOR LIFE BY LOOMIS DEAN



FROM A FIELD THAT SPREADS OUT FOR 320 ACRES. LETTUCE IS CAREFULLY PLANTED SO THAT WHEELS GO BETWEEN THE ROWS

In Southern California's Imperial Valley the temperature is climbing up around 120° this summer, and only sun-blackened veterans can work all day. Virtually every house has to have an air-cooling device and farmers who can afford it have fled to their mountain summer homes, to commute down to the simmering, rainless valley. Yet the crops in Imperial Valley are as lush and green as the lettuce shown above. The watermelons and cantaloupes have ripened slowly, as they should, and everywhere the fertile land is being readied for the next big planting.

The reason for this phenomenon is a big irrigation project extending from the Colorado River to the Salton Sea, fanning out across the land in long irrigation ditches and nourishing the valley's crops. Before the project

was begun 50 years ago, the Imperial Valley was a desert wasteland, but today the combination of dry air, year-round sun and scientific irrigation have turned it into the richest producer of fresh vegetables in the world. In only 4,500 square miles the valley's farmers last year produced \$17 million worth of lettuce, \$10 million worth of flax, shipped off \$13 million worth of cattle (*next page*). The valley produces more carrots, lettuce and cabbage than any other area its size in the world. And in this amazingly productive soil, warmed by the sun all year, farmers can grow carrots in January, cabbage in December, when prices are at their highest. Imperial Valley is a farmer's paradise because, as an ex-Georgian explained, "Back South we prayed for rain. . . . Here we just telephone for it."



CATTLE

From a dozen states, cattle are brought into Imperial Valley for the final fattening before the slaughter. These Herefords are being fattened on alfalfa at the 2,500-acre ranch of E. George Luckey, who takes in about 10,000 cattle a year and gambles that prices will not drop while he feeds

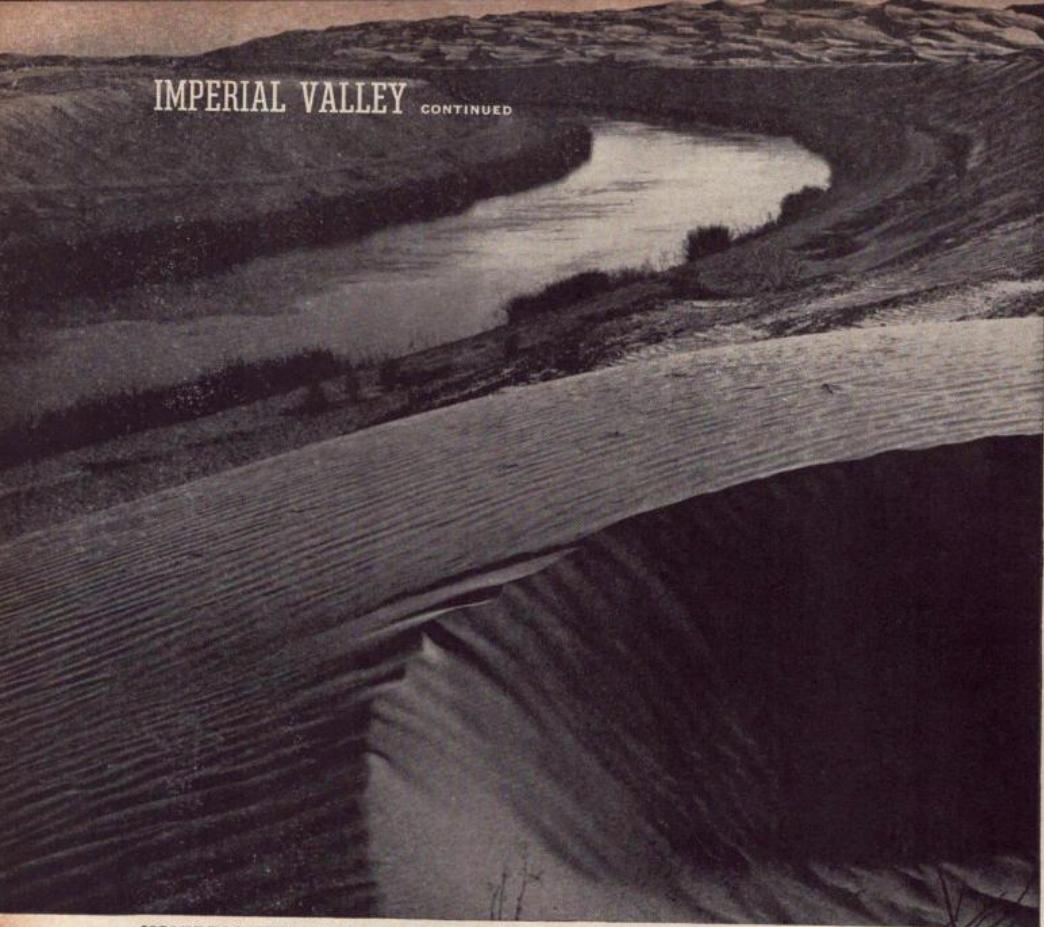
them. Although he says, "I'm a gambler," so far Mr. Luckey has been fortunate. Indeed the feed-lot operators are so prosperous that when a visitor stepped in some manure recently a farmer casually remarked, "If you want to leave that on your shoe you can get a loan in any bank hereabouts with no questions asked."



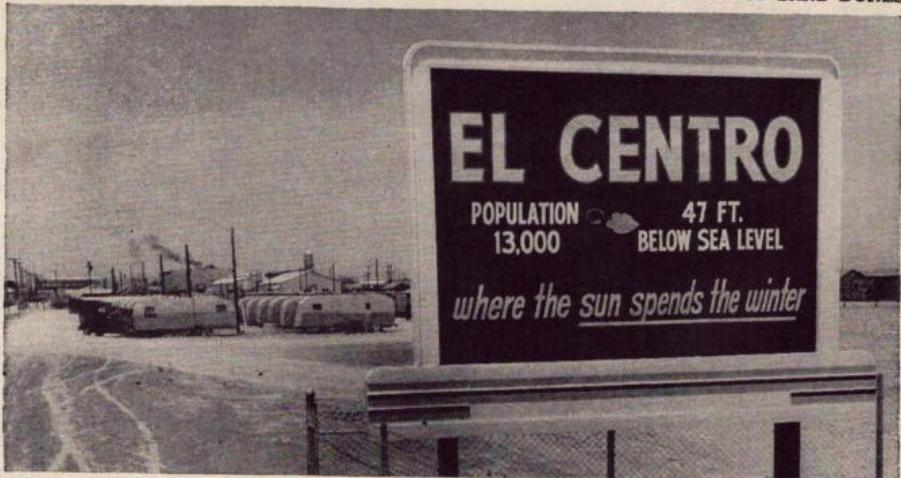
SHEEP This huge flock of sheep is bobbing slowly down a dusty road near Imperial Valley's town of El Centro. Like the cattle shown on the opposite page, sheep are brought into the valley from surrounding areas to be fattened for slaughter on the rich alfalfa with which the valley abounds.

Some of the Imperial Valley farmers operate feed lots for sheep and cattle and in addition grow vegetable or fruit crops for the market. Other farmers restrict their operations entirely to feeding livestock. Still others concentrate on a few different crops. There are virtually no self-sufficient farms in the entire valley area.

IMPERIAL VALLEY CONTINUED



NONIRRIGATED LAND ALONG THE ALL AMERICAN CANAL IS A DESERT OF SAND DUNES

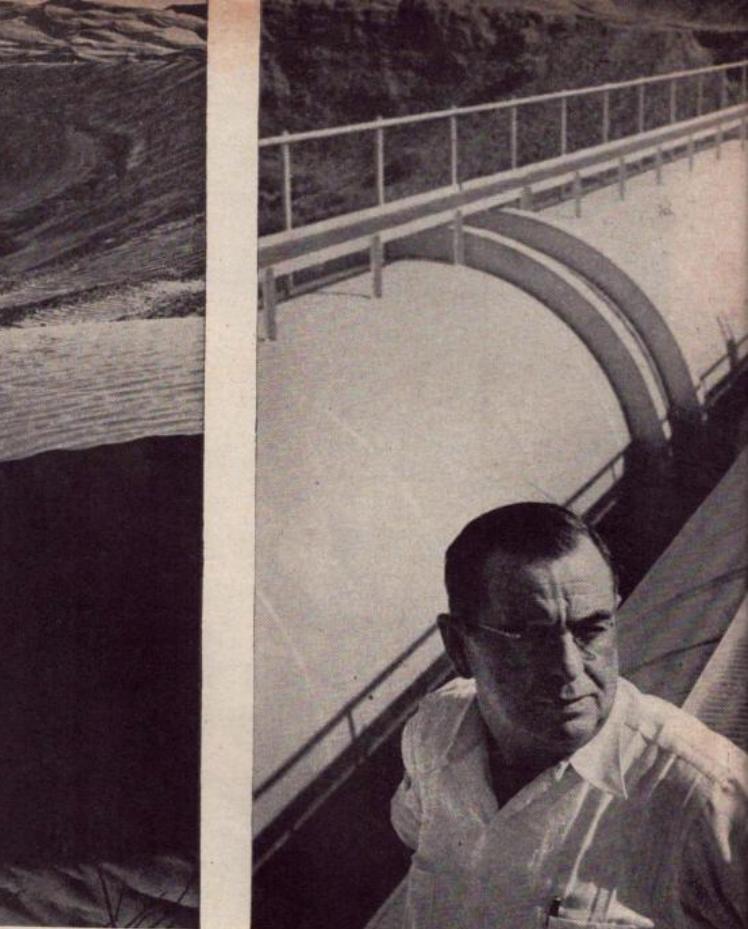


COUNTY SEAT of the valley is El Centro, an arid town with many trailer camps. El Centro is one of

the four main shipping centers. Others are Brawley, Calexico and Holtville. "Carrot Capital of the U.S."



BUSINESS CENTER of valley is the lobby of Barbara Worth Hotel. Here farmers keep in touch, by telephone and telegraph, with northern and eastern markets.



EVAN HEWES, BOSS OF THE IRRIGATION

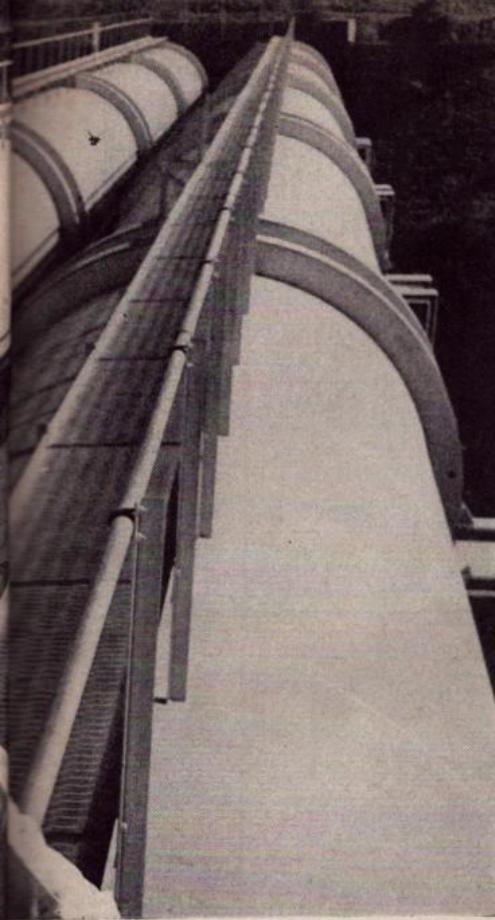
GREAT CANALS

The life-giving artery of Imperial Valley is the All American Canal, which drains water from the Colorado River and spreads it in lateral canals and irrigation ditches all through the area. Because the valley is below sea level, gravity makes the canals flow northward to the Salton Sea (map, right). How this irrigation has changed the valley is shown in some stretches along the canal where irrigated vegetation flourishes right next to a sterile desert. The irrigated areas have become so fruitful an outdoor hothouse that the truck farmers claim they "plant the seeds and jump back out of the way."

As a result of this metamorphosis, the valley swarms with busy farmers, planting, harvesting and shipping all year round. And times have



ITINERANT WORKERS in Imperial Valley's fruit and vegetable packing sheds find that one of their principal diversions in the long evenings is playing poker.



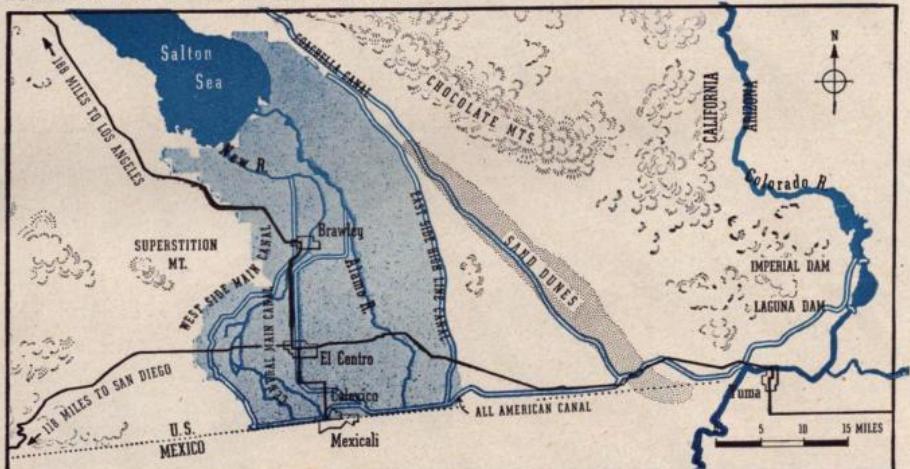
SYSTEM, STANDS BEFORE BIG SIPHONS



BIG IRRIGATION DITCH SENDS WATER SEEPING OUT THROUGH FURROWS TO CROPS

WATER VALLEY

been extremely good to Imperial Valley's farmers, and in the last few years many of them have become wealthy. But few of them have spent their money conspicuously; most have just tidied up, making the valley more attractive than it was before the war. Unlike the people who used to come to Imperial Valley, farm for a while and then become absentee landlords, many of the present day residents are there to stay and have built substantial homes (*bottom right*). Once they have learned to beat the fierce summer heat, they find life in the valley pleasant. Indeed it would be nearly perfect if they could only find some way to stop gophers from occasionally boring holes in the irrigation banks and letting all the water out.

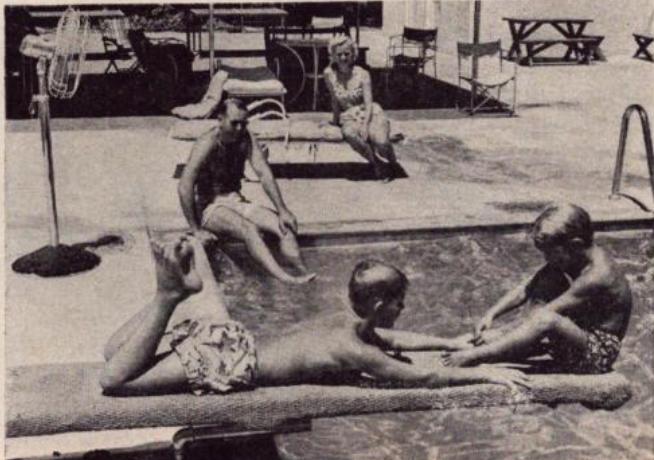


IRRIGATION SYSTEM brings water from Colorado River (right) via canal which flows along U.S.-

Mexican border, then north to Salton Sea (*top*). Area it irrigates is shown in light blue in map above.



THE POOR, Mexican and Negro "stoop laborers," sometimes live in these crude and temporary tent shelters under trees during harvesting time, then move on.



THE RICH, like successful Farmer Bill Hubbard and his family, can afford to have swimming pools but still must have fans nearby to keep cool during summer.



FLAX Stacked in neat rows on a lot of the California Central Fiber Co., pyramids of flax await shipment. Flax was once a minor crop in the valley, but it has become increasingly popular in recent years. Last year some 66,000 acres of it were planted and this year the acreage is expected to be doubled.

The flax shown here is seed flax and is not intended to produce fibers for linen cloth. The seed will go into linseed oil and linseed meal. But the straw will not be wasted. The woody part will be removed and the flax fiber will be sent to a paper company in the Southeast where it will finally go into paper for cigarettes and Bibles.



CARROTS Imperial Valley supplied the U.S. and the rest of the world last year with more than 7,500 carloads of carrots, which is more than any other area of its size supplied. Those shown here, all pulled, tied in bunches and neatly lined up, are waiting to be collected by the truck.

Carrots are the largest money-maker of all the valley's crops, and the man who claims to be the biggest carrot grower of them all is a farmer named Joseph D. Maggio, who stretches a point by printing his name Joe D. Maggio on the carrot crates and once even added a picture of a baseball on the label as well.

IMPERIAL VALLEY

CONTINUED



READY FOR SHIPMENT

Neatly packed in crates for delivery all over the world, this gleaming cornucopia of Imperial Valley's rich crops shows how well nearly anything can grow under the nourishing influence of the valley's uninterrupted, year-

round sun and proper irrigation. The harvested crops displayed in this picture, which constitute virtually all of the valley's principal produce, are: top row (*left to right*), tomatoes, lemons, lettuce, dates, cauliflower and oranges; second row, cabbage, alfalfa, rice, carrots, flax and cucumbers; third row, tangerines, summer



squash, onions, peas, grapes and grapefruit. Since no canning of the crops is done in the area, shipping the never-ending flow of food out of the valley is a big business. One of the shippers is Frank O'Dwyer, brother of New York City's mayor. Like many another resident of Imperial Valley, O'Dwyer has made a big success

in a relatively short time. He came to the valley 15 years ago because a loading job in a Brooklyn market hurt his feet. After working a few years as a carrot buyer he became a grower and shipper. His trucks now move 20 carloads of lettuce, carrots and cabbage every day. Says he, "I came out here for my health and wealth."

**THIS
WEEK!**

see these typical **Carole King** junior dresses
in the windows of over 3000 fine stores
in over 3000 cities . . . coast to coast

THIS WEEK one fine store in your community
is featuring Carole King's BACK-TO-SCHOOL fashions.
Carole Kings for every occasion in your busy young life.
Dresses that your lithe young figure will flow into
with little or no alterations. See them . . . try them on today!

If you don't know the name of the exclusive
Carole King store in your city, write
Carole King, Dept. L, 17th and Washington,
St. Louis 3, Missouri.
No mail orders, please.



a typical **Carole King** wardrobe
for typical **Carole King** girls
in junior sizes 9 to 15

FOR SHOPPING . . . "An-
chors Aweigh," an air lane
rayon gabardine in moss,
silver frost, sapphire,
brown. About \$15.00

FOR AFTERNOON . . .
"Diplomat," a two-piece
cordelane rayon faille in
black, stone grey, classic
brown. About \$17.00

FOR CAMPUS . . . "Classic
Drama," a gay wool-and-
rayon plaid in gold, wisteria,
peacock, moss green.
About \$16.00

FOR DATES . . . "Back
Talk," a rayon crepe
with rayon faille pep-
lum in nighttime black.
About \$16.00

Other Carole Kings
from \$12.95



WEARING VICTORIAN SIDEURNS FOR HIS NEXT PICTURE, "THE HEIRESS," MONTGOMERY CLIFT POSES IN COWBOY COSTUME AND EXPERTLY ROLLS A CIGARET

MONTGOMERY CLIFT

Eastern broker's son makes fine
cowhand in a new superwestern

The amiable young man licking a hand-rolled cigaret above is not doing what comes naturally. Montgomery Clift was born in Omaha, but he is an easterner, the son of a New York stockbroker, and when his first Hollywood vehicle made him a cowboy, he had to take intensive lessons in horsemanship, whipping out six-shooters and the brutal infighting favored in westerns (*next page*). He brought to this stereotyped role the same youth-

ful, good-humored intelligence that audiences already have seen in his second picture (but first to be released), *The Search* (LIFE, April 5). Clift went on the stage 14 years ago when he was 14 years old. He was on Broadway more or less steadily from then on until in 1945 Producer-Director Howard Hawks saw him in Tennessee Williams' play, *You Touched Me!* Within a few months he was in blue jeans and yahooing at Hollywood's rented steers.

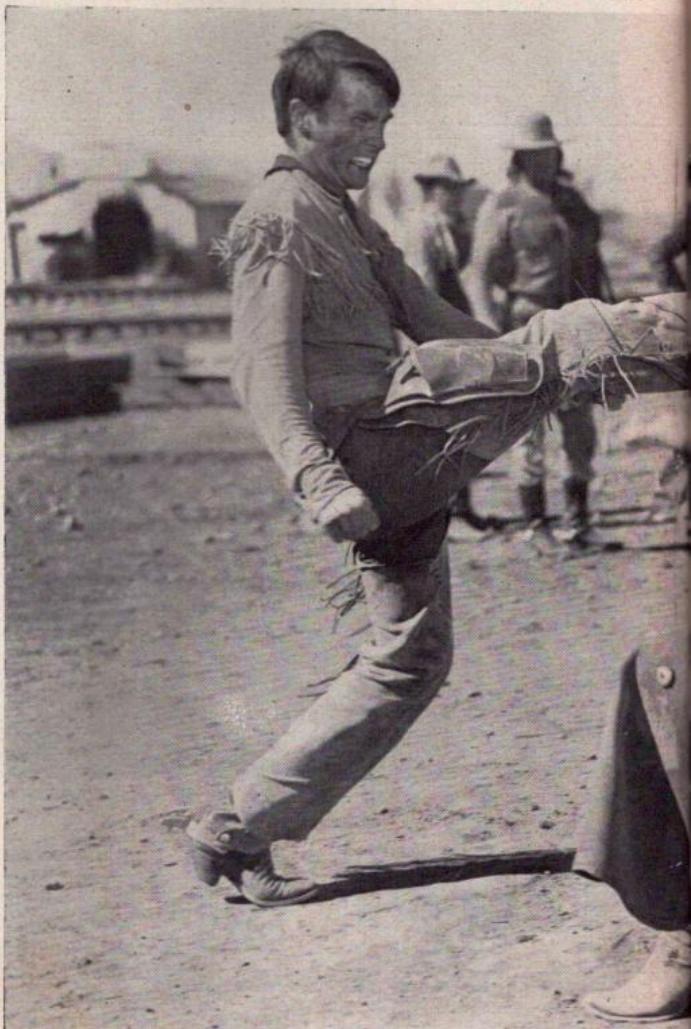
Clift CONTINUED

CLIFT FIGHTS WITH JOHN WAYNE

Montgomery Clift's unusual performance in *Red River* is one of several features which makes the movie an outstanding western. A vehicle that gives its heroes a hard, fast ride in the mid-19th Century's first cattle drive up the Chisholm Trail, it jolts them rapidly through Indian battles, cattle stampedes and deadly gun duels before it reaches its climax in an unusually ferocious fight (*below*) between Clift and John Wayne, who plays his tyrannical foster father. *Red River*'s plot has the merit of utter simplicity, its events seem genuine, its cowhands



TOUGH FATHER WAYNE SLUGS FOSTER SON CLIFT IN MOVIE'S LAST DUEL



FISTS GIVE WAY TO FEET AS WEAPONS AS THE FIGHT GETS FIERCER

Conductor of the Metropolitan Opera Says:
"EDGEWORTH Helps Me to Relax!"
RELAX WITH

Edgeworth
READY-RUBBED
America's Finest
Pipe Tobacco

Buy it in
the Seal-Pak
Pocket Pouch...
Always Fresh!

P.S. Have you smoked EDGEWORTH SLICED Pipe Tobacco?

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

A SPECIAL PREPARATION
FOR SHAVING

NO BRUSH

Modern life demands at least 1 man in 7 shave every day—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

TRY A TUBE AT OUR EXPENSE

Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-9, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Everett D. Hullburt
PRESIDENT

CHEWING IS "ORAL HYGIENE" FOR HIM!



Munching crunchy Milk-Bone Dog Biscuit actually helps keep his teeth and gums healthy...while giving him the solid satisfaction of a nutritious diet! And this unique food is economical—it's concentrated nourishment—rich in vitamins and minerals. Include Milk-Bone in your dog's diet!



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

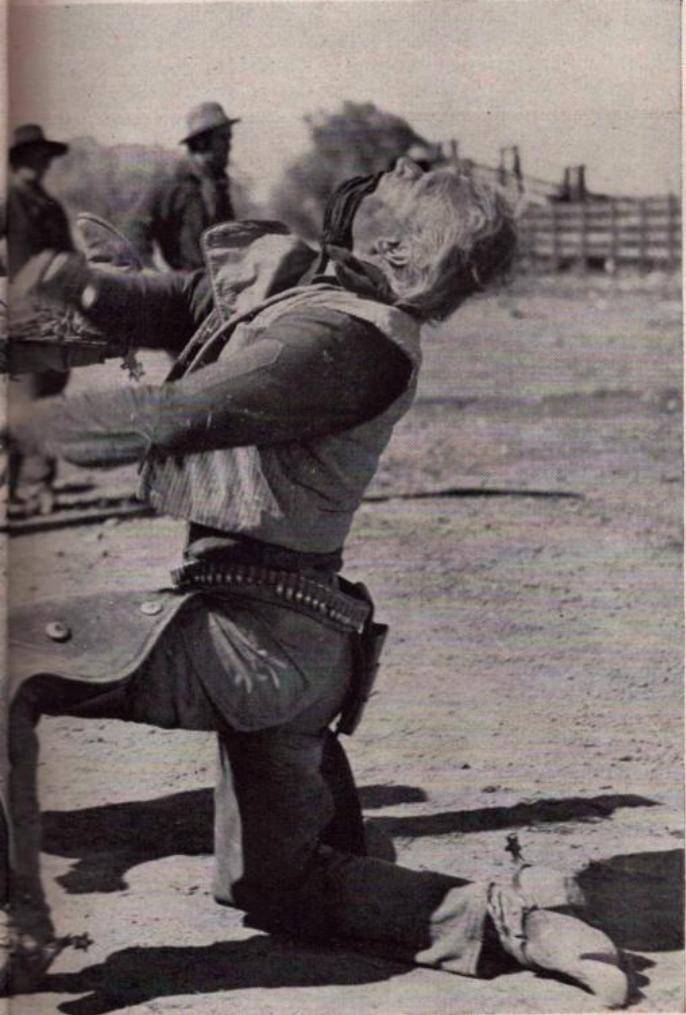
NATIONAL BISCUIT COMPANY

IN "RED RIVER'S" BEST SCENE

real—they spend their time in the saddle, away from the customary bars. Only near the end does its heroine appear. She is Joanne Dru (*next page*), like Clift (and, for that matter, Lauren Bacall, Ella Raines and Jane Russell) a discovery of Director Howard Hawks. Hawks was more fortunate with his cast than with his costs. *Red River* was originally budgeted at \$1,750,000, a high figure even for a high-class "oater." Then, with 6,000 cattle rented at a cost of \$10 a head a day, busy or idle, Hawks sat through weeks of rain on location in Arizona. Final cost: \$3,200,000.



FILIAL FEELING GIVES WAY TO ANGER AS WAYNE HITS HIM IN STOMACH



LATER BOTH MEN WIND UP IN EQUIALLY BLOODY EXHAUSTION, AT PEACE

CONTINUED ON NEXT PAGE



strikes every 38 seconds!

A match sets little Judy's dress afire . . . Bill's burning cigarette drops unnoticed between the davenport cushions . . . a grease fire turns your kitchen into a funeral pyre . . .

70,000 times a month Fire attacks—usually when we least expect it.

Fire has joined the Four Horsemen—War, Famine, Pestilence and Death! Its frightful toll is nearly 1000 human lives and 60 million dollars in property every month!

What price safety from this fiery monster?

1. Put every match out cold. Keep live ones from children.
2. Chaperon your cigarette—don't let it go out alone.
3. Avoid improper use of gasoline and benzine for home cleaning.
4. Use only electric wiring and appliances bearing the Underwriters' Laboratories seal.
5. Clean, repair and insulate your heating plant, stove and chimneys.

Follow these rules and you'll protect yourself and your family against Fire—the Fifth Horseman.

THE FIFTH
HORSEMAN

**FIRE WILL KILL
NEARLY 1000 PEOPLE
THIS MONTH!**



There are many extra values in fire insurance which are not apparent on the surface. For example, fire insurance makes it easier for you to buy or build a home. Without it, no prudent man would extend you credit. Your insurance policy provides protection for the man or institution lending you the mortgage money. Thus, fire insurance helps you achieve the satisfaction that home ownership brings.

The Member Fire Insurance Companies of the
NATIONAL BOARD OF FIRE UNDERWRITERS
—for Prevention of Loss of Life and Property by Fire

SEND FOR THIS FREE BOOKLET

National Board of Fire Underwriters
85 John St., New York 7, N. Y. E-2

Please send me a copy of "The Fire Safe Home"—new 28-page booklet showing how to guard my family and home against fire.

Name _____

Street _____

City _____ Zone _____ State _____

*Does your face reveal
your thoughts?*



Norman Rockwell

*Here's a happy
thought...enjoy*

"DOUBLE
RICH"

*Cream of
Kentucky*

With that "Double-Rich" Kentucky Taste

A Schenley
Mark of Merit Whiskey

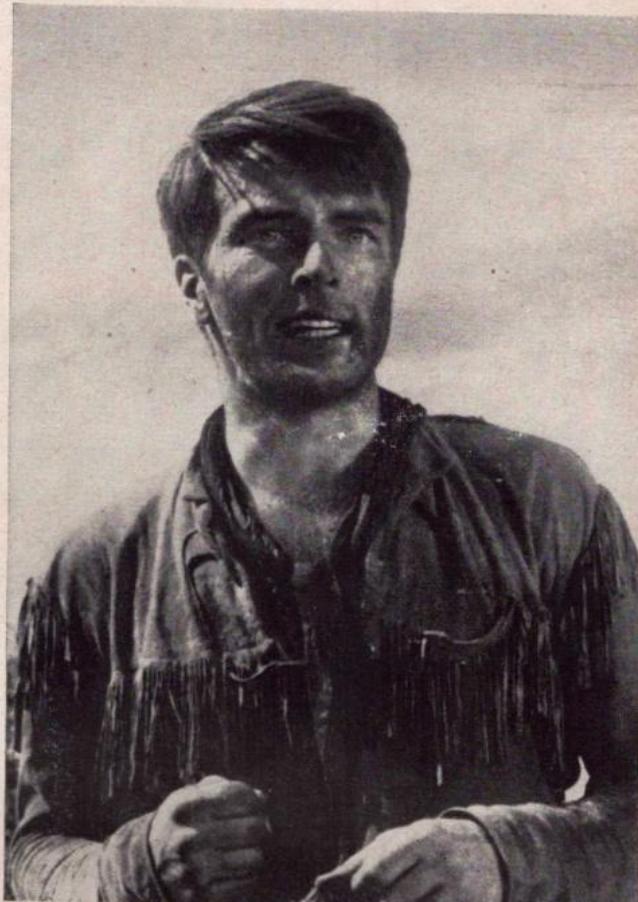


Blended Whiskey. 86 Proof. 70%
Grain Neutral Spirits. Copr. 1948,
Schenley Distillers Corp., N. Y. C.

EYES: Deep-set under heavy brows, they light up with interest this man cannot conceal.

NOSE: Strong, vigorous, reveals its owner's will to dominate.

LIPS: Softly modelled, mobile, they reveal quick appreciation of finer things . . . will *doubly* appreciate "Double-Rich" Cream of Kentucky!



UNSHAVEN AND DISHEVELED for his movie battle, Clift still has the natural appeal which has brought him chances at almost any film role he wants.



GUN-TOTING JOANNE DRU has main female role. She plays a woman with a shady past, whom Clift and his friends save from raiding Comanches.

Come now to

WOOLWORTH'S OPEN ^{doll} HOUSE

for boxed DOLL-A-SET doll house furniture

It's so exciting
you'll want to play
with it yourself!



9 COMPLETE ROOM-SETS
individually boxed
EACH \$1.00*



BEDROOM—Bed, bedside table, lamp, chest, dressing table with mirror, bench and baby doll.



MUSIC ROOM—Grand piano, bench, radio-phonograph, table radio, ash stand, small table, lamp and baby doll.



BATHROOM—Tub, wash bowl, toilet, hemper, stool with swivel top, small table, scale and baby doll.

Every set includes
a 2 1/4" baby doll with
movable arms and legs

Also individual
pieces from any set
5¢ to 39¢*

SCHOOL ROOM—Teacher's desk,
swivel chair, two pupil's desks with
folding seats, clock and baby doll.

AT YOUR NEAREST WOOLWORTH STORE NOW!

NURSERY—Cradle with decalcomania decorations, high chair with tray, dolly's bath that holds water, small table, lamp and baby doll.

LIVING ROOM—Sofa, lounge chair, barrel chair, coffee table, end table, lamp and baby doll.

DINING ROOM—Duncan Phyfe style pedestal table, buffet, china cupboard, 4 chairs and baby doll.

COLONIAL STYLE DOLL HOUSE

Handsome 5-room house. (Above)
All safe, washable metal. Outside
enamored to resemble stone and
shingle; inside, to look like wallpaper,
curtains, rugs. Base 22" x 12". Height
19 1/4". Packed flat in shrub and lawn
design box. Easily assembled. \$4.59*
At Most Woolworth Stores

◀ PLAY ROOM—Tricycle with wheels,
carriage with movable hood, play pen,
Toydee chair, floor lamp and baby doll.

JOLLY TWINS doll house furniture

is beautifully made. It's plastic, light and sturdy. Gay colors

are safe, non-toxic. You'll find it *now*—at Woolworth's

midsummer preview of Christmas dolls, doll houses and furniture

—a grand chance to brighten your child's summer playtime
or to tuck away till the happy "night before."

*Prices slightly higher in the South and West



Which one wears it?



1 OBVIOUSLY, not this man. That slightly askew collar couldn't possibly be on the famous Arrow Dart!



2 NOR THIS man. Look at that bulgy midriff! Arrow Shirts—like the ever-popular Dale, Dart, and other Arrow white shirts—have a *trim, marvelous* body-line design!



3 NOR THIS poor wight, either. Arrow Shirts never shrink out of fit. They bear the *Sanforized* trade-mark (fabric shrinkage less than 1%).



4 A-H-H-H-H! This one wears it—the Arrow white Shirt that has *everything!* Sanforized . . . shaped-to-your-shape (Mitoga) . . . one and only Arrow collar. Look at the gal's reaction! *Typical, sir, typical!* Cluett, Peabody & Co., Inc.

ARROW WHITE SHIRTS



BEFORE THE WAR QUEEN WILHELMINA LIKED TO BICYCLE THROUGH WOODED PARK AT SOESTDIJK PALACE

Queen Wilhelmina

A GREAT WOMAN LOOKS BACK ON 50 YEARS OF RULE

On September 6 the vigorous old lady shown here bicycling around the palace grounds will celebrate her golden anniversary as Queen of the Netherlands. For the occasion the Dutch are planning festivities unmatched since Wilhelmina's inauguration in 1898. The Golden Jubilee will be both hail and farewell, for Wilhelmina has decided that 50 years is enough. On the anniversary she will abdicate in favor of her daughter Juliana, who was 39 on April 30.

The Dutch court under Wilhelmina has always been conservative (some have called it dull). But whatever it has lacked in glamour, it has more than made up in dignity and integrity and in sensitivity to the needs and desires of

the people. Wilhelmina has guided the Netherlands safely through European power politics and two world wars. She has dealt bluntly with kings and dictators and has led an inexorably simple life, grubbing about in her own garden and cycling on public roads in old and dowdy attire.

In 1940 the Nazis came to Holland and the royal family fled on British destroyers to England to establish a government-in-exile. On the return of Queen Wilhelmina in May 1945 a certain lukewarmness quickly evaporated, and she was received with nationwide rejoicing. Now, in this jubilee and abdication year, LIFE presents on the following pages highlights from her long and illustrious reign.



WITH HER MOTHER Queen Emma in first year of regency, 11-year-old Wilhelmina shows signs of the beauty that led a writer to call her "the lily queen."



TWO GREAT QUEENS, the Netherlands' young Wilhelmina and Britain's old Victoria, meet in London in 1895. They were only women on European thrones.



A SPIRITED BEAUTY, 15-year-old Wilhelmina sits sidesaddle on this prancing horse, wearing the formal riding habit of the 1890s. An accomplished horse-

woman, Wilhelmina learned to ride in childhood at royal palace of Het Loo. Her two favorite horses are buried in the palace grounds under inscribed tombstones.



AGE OF WILHELMINA begins for the Netherlands with the inauguration ceremonies at Nieuwe Kerk in Amsterdam in 1898. Here the young queen (center)

walks slowly along carpeted street lined by an honor guard. Unlike British monarchs, Netherlands rulers are not actually crowned when they ascend the throne.

Her Youth

WILHELMINA WAS A ROYAL BEAUTY

Although Wilhelmina was not installed as Queen of the Netherlands until 1898, she actually began her rule in 1890 under the regency of her mother, Queen Emma, who had some of the democratic attributes that later won popularity for her daughter. Wilhelmina had few playmates and studied hard—everything from horsemanship and economics to military strategy.

This was the education of a princess demanded by the traditions of the Netherlands' royal house, founded by William the Silent at the end of the 16th Century. Even if it made Wilhelmina a lonely child, the stern regimen did not blight her developing beauty.

As imperious as she was lovely, Wilhelmina's love affair with the Dutch people matured slowly. At 10, greeting her cheering subjects for the first time, she had asked her mother, "Mama, do all these people belong to me?" Although the dowager queen answered no, it was a number of years before Wilhelmina's good sense and warm heart triumphed over the traditional barriers (pp. 82, 83). She also overcame another old Dutch notion—that the Netherlands should be ruled by kings. Now, after enjoying half a century of excellent feminine rule, few Dutchmen doubt that the House of Orange has been strengthened by the first queen in its glorious history.



HEIRESS PRESUMPTIVE Juliana, born in 1909, peeks out of the royal baby carriage at her mother.



QUEEN AND CONSORT, Heinrich, youngest son of Prussian Grand Duke of Mecklenburg-Schwerin,

pose for a picture in 1901. Hendrik, as Dutch called him, headed the Dutch Red Cross. He died in 1934.



QUEEN IN THE FIELD inspects Holland's defenses during the difficult years of World War I. By this time Wilhelmina (center) had abandoned the remote system of rule followed by some of her royal predecessors and was in closer touch with the people of the Netherlands. She kept her country at peace and dealt suc-

cessfully with a multitude of problems which included a food shortage resulting from the tight British blockade, a general disruption of overseas trade and the sinking of several Dutch ships. In this picture, which was made at Engelen in 1916, Wilhelmina is viewing a bridge, part of a network of military installations.



QUEEN ON THE ICE enjoys Holland's national sport on one of the frozen canals. This photograph was taken in the winter of 1924. A royal attendant, with Wilhelmina just behind him, is leading the taut chain of court skaters bundled in woolens. Like all Dutch children Wilhelmina learned to be an excellent skater at

an early age and only gave it up in recent years, along with horseback riding, hunting and tennis. As she advanced into middle age, bicycling and painting remained her great loves, but since her return to Holland from the wartime exile the queen has taken little exercise and has indulged only her quieter hobbies.



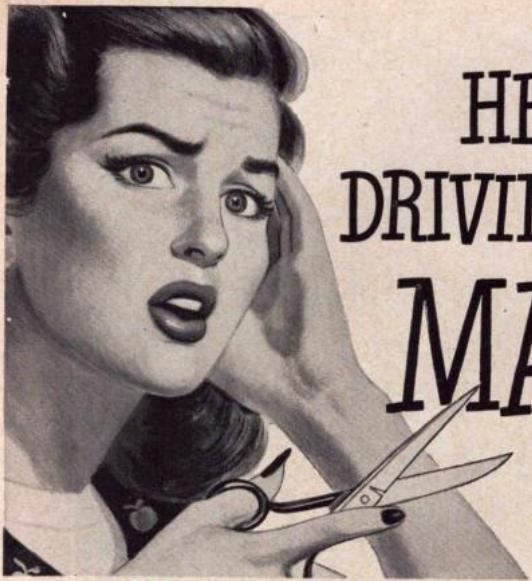
QUEEN IN A FLOOD is carried across swirling waters in Gelderland province during a 1926 emergency, one of several times when sea has flooded through broken dikes. Under Wilhelmina's direction many acres have been reclaimed from the sea. Through World War II, flooding was a traditional Dutch defense technique

against invasion. A popular Dutch story claims that Wilhelmina, after listening to the German Kaiser boast of his towering soldiers, remarked tartly, "Ah, Your Majesty, perhaps your 7-foot guards are taller than any of our Netherlands soldiers, but then you know when we open our dikes the water is 10 feet deep."



QUEEN IN TRIUMPH sits behind clustered flowers on lectern at Utrecht University in April of this year, as an honorary doctor of laws degree is conferred on Eleanor Roosevelt. On Wilhelmina's right is daughter Juliana, on her left the royal consort, Prince Bernhard. In this jubilee year of 1948 Wilhelmina is the only

survivor of the 16 European kings and one queen who were enthroned at the time of her inauguration 50 years ago. Only five of the 17 wore their crowns until their deaths. Six were assassinated, four abdicated voluntarily and two others abdicated under pressure. Today only seven European royal houses are still in existence.



HE'S DRIVING ME MAD!



ANN: I'm simply at wit's end. Little Tim's been on a tear all day. He hasn't eaten, says his tummy's upset and now he won't sleep. I've done everything I know of for him, but . . . Oh, good—here's Hal . . .



HAL: I met Dr. Wilson today, Ann. He told me something I never knew: that constipation—in both adults and children—is often accompanied by acid indigestion. That calls for more than a laxative.



ANN: We gave him Phillips' Milk of Magnesia. Hal said: "I bought this after seeing Dr. Wilson. Phillips' works two ways. It's not only a fine laxative, but one of the fastest antacids known."

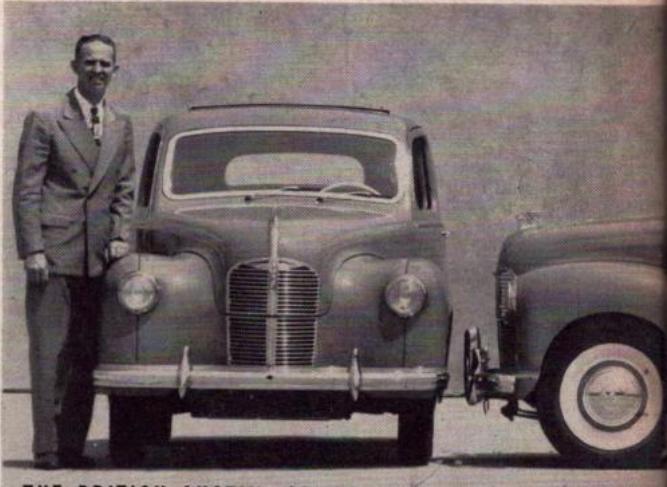


ANN: As you can see, Tim feels wonderful now! Phillips' quickly relieved his sleep-robbing acid indigestion, helped him get a good night's rest. And he awakened to gentle constipation relief this morning!

SO GENTLE FOR CHILDREN... SO THOROUGH FOR GROWNUPS
PHILLIPS'
MILK OF MAGNESIA
Liquid or Tablets



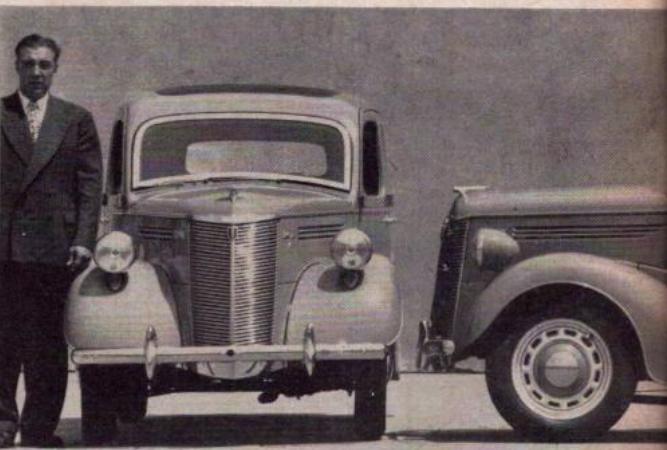
Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.



THE BRITISH AUSTIN: \$1,660



THE FRENCH RENAULT: \$1,265

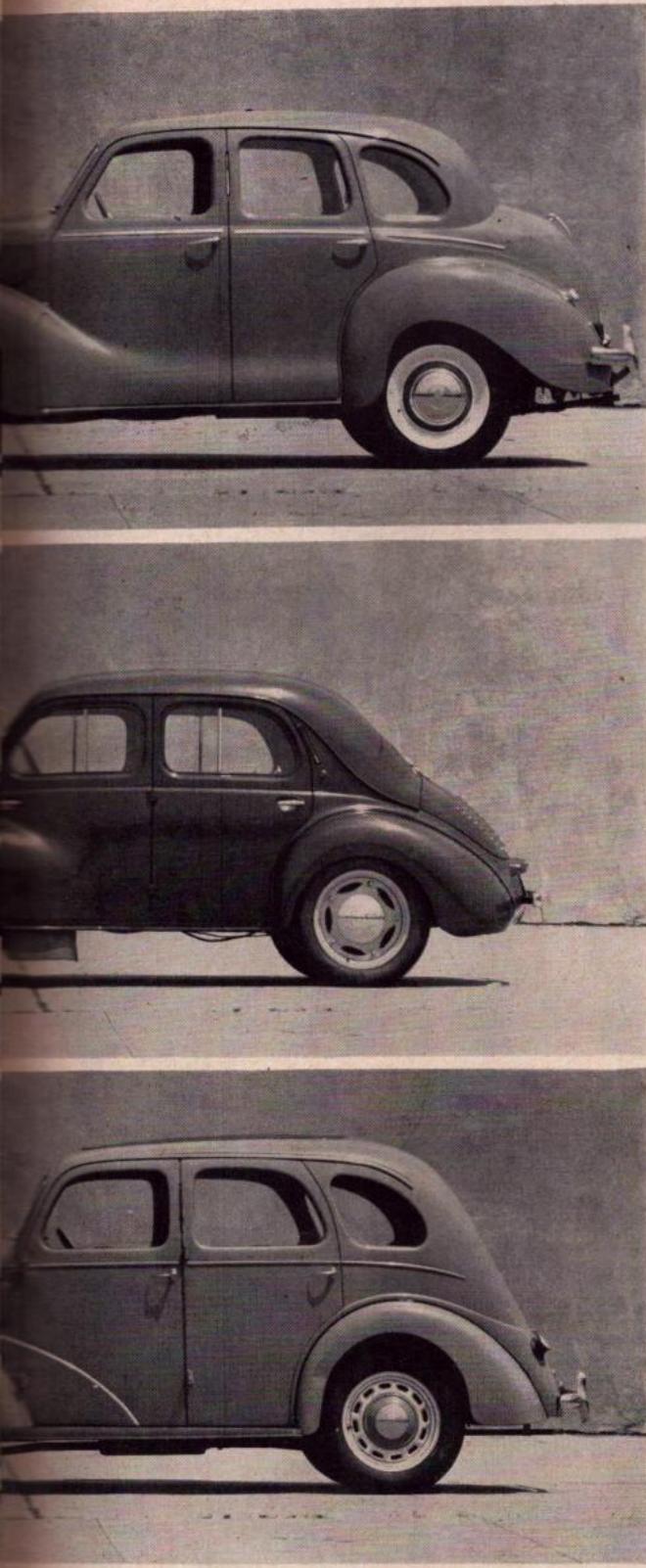


THE BRITISH FORD: \$1,570

THREE EUROPEAN CARS SCHEDULED FOR WIDEST DISTRIBUTION IN U.S.

FOREIGN CAR INVASION

British and French makers plan to send 4,000 small, medium-priced cars a month to U.S.



ARE SHOWN ABOVE. PRICES REFER TO DELIVERY OF CAR IN NEW YORK

U.S. motorists, tired of paying bonuses and having to buy unwanted accessories when they finally get a crack at a new car, may find solace in the fact that about 4,000 small cars, all priced to compete with the U.S. Big Three and economical to run, will soon be rolling ashore each month from Europe. Desperate for dollars, British and French manufacturers are reserving up to 75% of their production for export and have set up nationwide organizations in the U.S. for quick repair and 24-hour delivery. Though now being sold to one-car families, the small size of the European imports (most are four-seaters) will probably eventually limit their sale to people who can afford a second car.

CONTINUED ON NEXT PAGE

"wonderful —
a deodorant in pads — as
individual as facial tissues!"



STOP PERSPIRATION AND ODOR IN 2 SECONDS!

Here's why 5 DAY DEODORANT PADS are superior!

A fingertip pad saturated with a marvelously effective deodorant. Dab it on for a second... then throw it away. Each cooling 5 Day Pad is individual... completely sanitary. Discover this daintier, more effective way to lasting freshness today.

greaseless — not a cream... not messy to use... nothing to cake... no sticky fingers... no chance of soiling clothes or delicate underthings.

quick-drying — just a dab of a 5 Day Pad—that's all... no waiting... no liquid to drip or spill... drying is practically instant!

safe — 5 Day Deodorant Pads are harmless to skin and clothes... require no after-bathing... will not discolor fabrics.

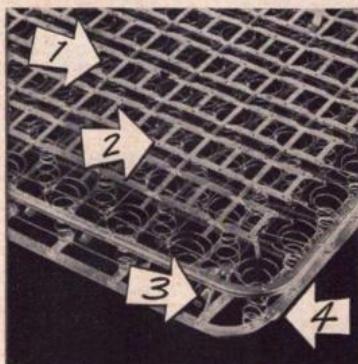


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Does your bedspring sag—even a little? Does it creak or sway? Do its edges twist? Is it making marks or dents in your mattress?

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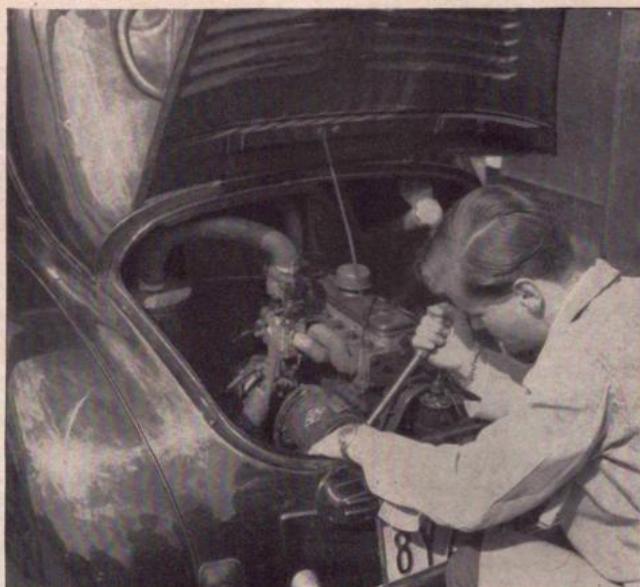
Why ACE is a better bedspring

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- P.S.** For those who desire a covered bedspring, Simmons offers a full line of beautiful box springs.

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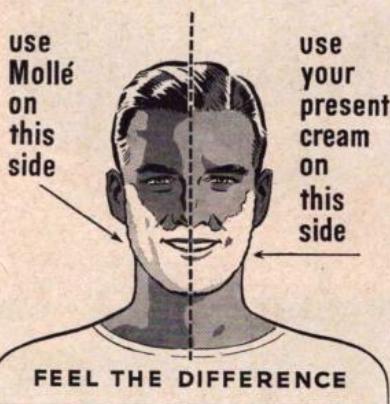
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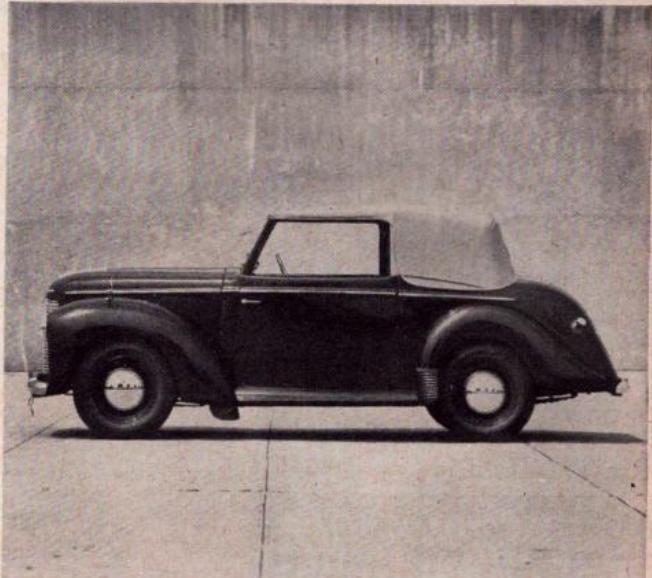
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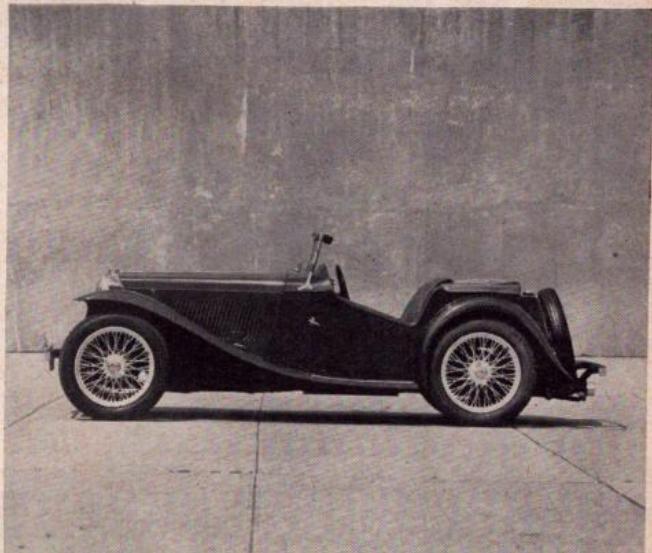
If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.



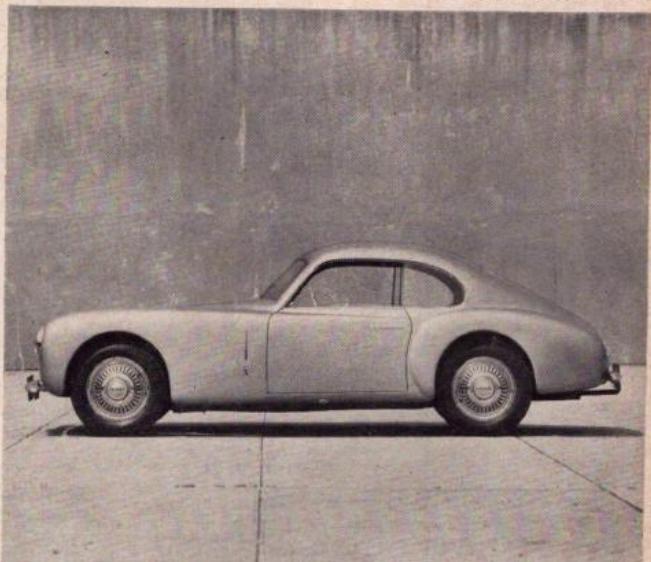
THE HEAVIER BRUSHLESS CREAM



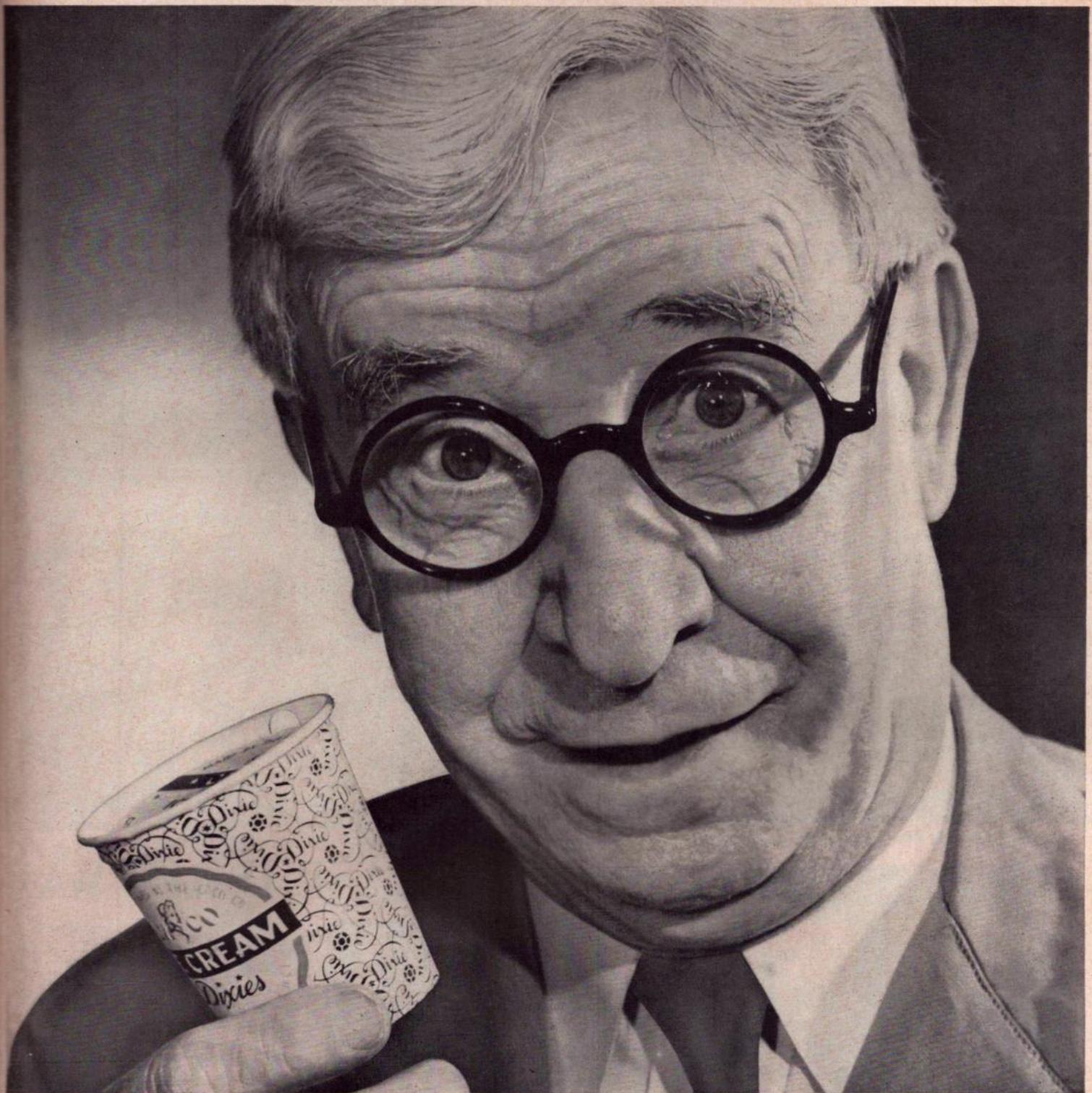
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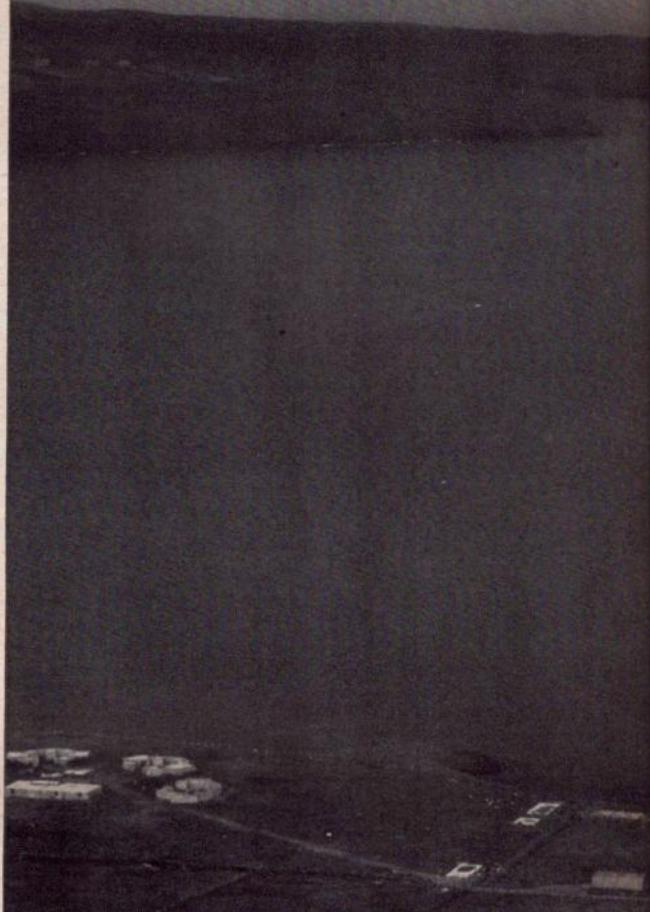
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Gen. Spaatz on



FOUR F-80 SHOOTING STARS CIRCLE OVER A SCOTTISH ISLE

PHASE II AIR WAR

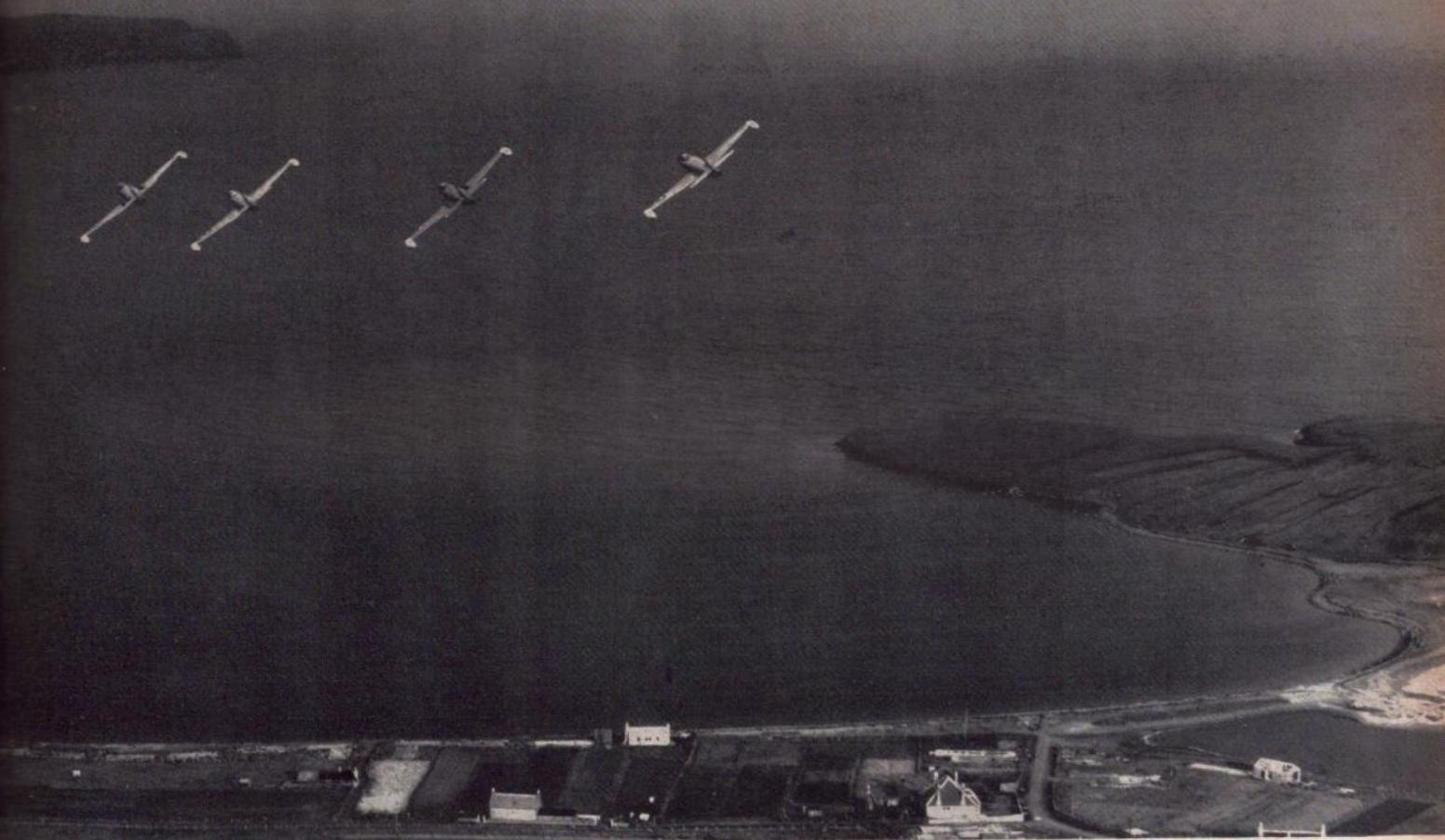


GEN. CARL SPAATZ

This is the second of two articles by Gen. Carl Spaatz, U.S. Air Force, Ret. In the first article (LIFE, July 5) General Spaatz described what war would be like if it came in Phase I, which is the period we are in at present and which will last as long as we have a monopoly on the atomic bomb. In this issue he takes up Phase II, which begins when other nations possess atomic weapons in quantity, and Phase III, the period of intercontinental warfare waged with supersonic planes and guided missiles. These articles, prepared for LIFE with Senior Writer Charles J. V. Murphy, constitute the first broad statement on air warfare made public by one of the U.S.'s greatest air commanders, who retired last month as Chief of Staff of the Air Force. Some highlights of the present article are listed below.

- How the Russians could raid the U.S.
- Four rules for American security
- The airman's argument with the Navy
- The era of push-button war

ATOMIC WARFARE



AT END OF FIRST TRANSATLANTIC FLIGHT MADE BY AMERICAN JETS. THEY BELONG TO SQUADRON WHICH FLEW TO GERMANY LAST MONTH

IN the U.S., as in all democratic countries, military policy is decided after alternative plans have been thrashed out in public discussion. This imposes a particular responsibility upon military men—the responsibility of seeing that the discussion is kept well-informed and realistic. Let us begin by making an accurate estimate of what in military terms are called the "intentions and capabilities" of the Soviet Union—the only military power which may become our enemy in the foreseeable future.

How soon will the ability to launch an atomic war be included among Russian "capabilities"? According to the President's Air Policy Commission, which under Chairman Thomas K. Finletter recently completed an exhaustive study of the American strategic situation as it relates to airpower, it would be "an unreasonable risk, and therefore a reckless course" to assume that "other nations" (including of course the Russians) will not have atomic weapons in quantity by the end of 1952. We must therefore be braced against the possibility that in the near future—perhaps by the end of the next presidential term—we will cross the dividing line which separates Phase I and Phase II.

What about probable Russian "intentions" in Phase II? What can we forecast of Russian strategy in the event of war?

The available evidence—indications of current Soviet military thought, Russian military traditions and, finally, the logic of the Russian situation—suggests that if war should come in the near future the Russians would fight a fairly orthodox war. Their unexcelled assets are almost unlimited space and manpower. Their foremost military thinkers still believe in massive armies and their heavy industry is organized primarily to supply that type of military establishment. In the past war their air forces were used chiefly to provide an umbrella of tactical air support over enormous ground armies, and much of their airpower is still designed for this purpose.

But this does not mean that Russian commanders are oblivious of the strategic potentialities of airpower. There is reason to believe that their strategists are thinking hard and profoundly along much the same lines as

we are, but the programs they can realistically propose are necessarily restricted by the limitations of their industrial system. A U.S. Congress can decree, as the 80th did, that airpower shall be the hard core of American defense, and American industry will in due time provide the necessary machines. Before the Russians can have airpower on the scale and in the broad variety known to us they must first build up their industrial potential.

Therefore in order to make the most of what they have in great quantity—space and manpower—and at the same time seize some immediate advantage from the air, Russian strategists appear to be working out a compromise plan. While believing that a final decision would be determined by a struggle on the ground, they would probably begin with an initial strike in the pattern of strategic air warfare. They already have long-range bombers, the Tupolevs which are modeled on our B-29s as noted in the previous article. They need only atomic bombs to be prepared to strike effectively.

If war breaks out in Phase II, then, we must be prepared for the possibility that the Russians would send against us a striking force of some hundreds of long-range bombers. It would no doubt be launched against us in secrecy and probably carry atomic bombs. It would issue in a number of groups simultaneously from the east coast of Siberia and from the Murmansk tundra. Some would dart across the polar sea. And we must expect that many of the attackers would get through our defenses.

The last war taught us that a determined air attack always gets through. No American strategic bomber formation was ever turned back from its objective by enemy action. Even on the October 14, 1943 Schweinfurt attack, relatively the costliest of our air battles, four fifths of the raiding force reached the target area.

Who can doubt the destruction and chaos that an enemy could bring us through the air? Certainly many of our major industrial centers, aircraft and atomic bomb plants would be hard hit. To destroy particularly difficult and important targets, airborne commandos skilled in demolition methods might be dropped by parachute. In effect the enemy would seek to strike

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IN PHASE II, when we no longer have a monopoly on atomic weapons, we will be open to flash attacks at home as well as in danger of being cut off from

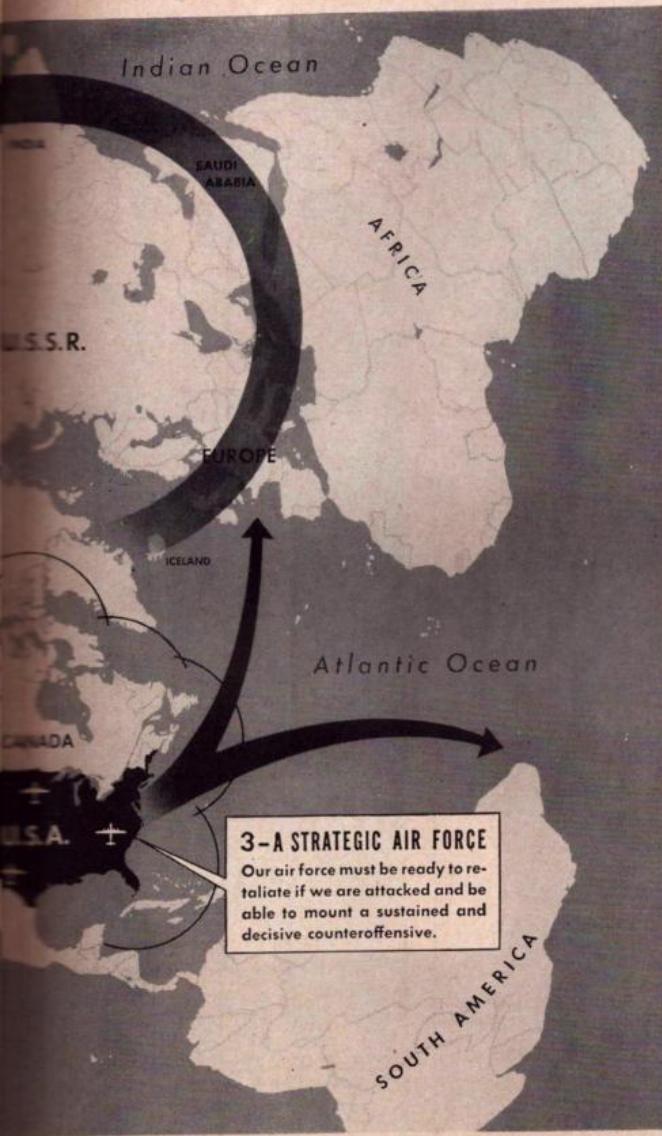
AIR WARFARE CONTINUED

the weapons from our hands by the use of a flash blow. The result would hamper, and might even temporarily paralyze, our ability to counterattack in sustained force.

The picture is forbidding enough, but I agree with those who maintain that such an attack would not be decisive. The U.S. industrial capacity is too big to be permanently destroyed by a single attack. To exploit the advantage of an initial air strike an enemy would have to follow up with a determined effort to obtain supremacy in the air over the U.S., which must be the goal of strategic air warfare for any nation which hopes to conquer us. This, in my opinion, will be beyond Soviet capabilities for some time to come.

Nevertheless a flash blow, even if only moderately successful, would handicap us in the gigantic tasks of supporting overseas allies, setting up new outlying bases and maintaining old ones. More important, the Russians could move their ground forces without much interference from us; they could expand their buffer space and seize those areas we ourselves would need for forward bases for our airpower.

In the past the Russians used their vast space to weaken invading armies; their strategy was to retreat and lure the enemy to destruction at the end of overextended supply lines. In the Air Age they can employ the concept of space as a weapon against superior airpower by bringing under their control those areas on the Soviet perimeter that could provide convenient bases for a strategic air offensive against them. At the start of a war an opponent would then be compelled to operate his air force at long ranges, with much-diminished bomb loads and with limited fighter protection.



critical raw materials. But we can ensure our survival as a free nation, General Spaatz believes, if we adhere to the four rules of security illustrated above.

Thus the Kremlin strategists would draw space around Russia like a shawl. The flash attack upon the U.S. must be understood as essentially a preventive measure aimed at impeding the development of an American counteroffensive. Thereafter the Soviet ground forces would be the principal instrument. It is taken for granted that the Russian leaders would immediately order the Soviet Army to push westward in Europe—to attempt to add Western Europe's industrial skills and capacity to their own. At the same time they would move to cut us off from vital raw materials in the Middle East, China and elsewhere.

The facts of economic warfare

IN the last war Japan's capture of the rubber and tin of Malaya and the Dutch East Indies brought home to Americans the hard facts of economic warfare. Now, as we add up the cost to the U.S. of being an arsenal of democracy in a global war, we discover that our natural wealth is greatly depleted. War gouged deep into our iron-ore reserves. The crude oil of the Western Hemisphere, which helped fuel two world wars, might soon be insufficient to meet our own demands.

India's manganese, China's antimony and the Middle East's oil lie under the Russian shadow. If critical raw materials such as these, closer to Russia than to us, should pass under Soviet control, a significant, perhaps disastrous, slowing down of the U.S. industrial machine would inevitably follow. The Russians might then with confidence revert to the classic strategy of attrition that defeated Napoleon and Hitler—retreat, counterattack and return. A war of attrition against Russia, with her vast spaces and man-



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It's the newest Toni discovery—and it's wonderful! "Soft-water shampooing" with new Toni Creme Shampoo. An amazing new kind of shampooing that brings out all—yes, *all* the shimmering highlights, *all* the glorious natural sheen of your hair. For "soft-water shampooing" gets your hair cleaner, shinier than any soap or soap shampoo you've ever used.

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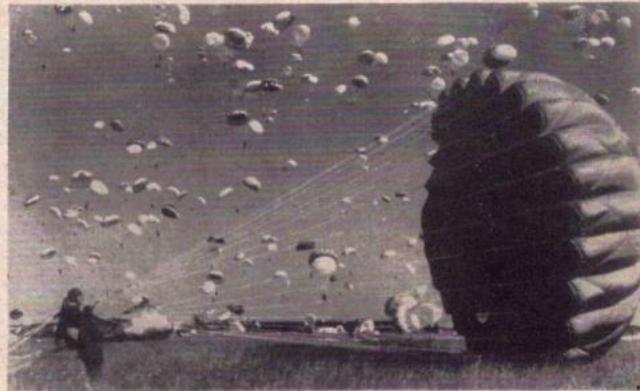
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ADHESIVE BANDAGES

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* BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.



SOVIET PARATROOPS staged this mass drop near Moscow to celebrate Aviation Day last July. In World War II Russian paratroops were used in attacks on the Kuriles, Romanian oil fields and in the last stage of the battle for Berlin.

AIR WARFARE CONTINUED

power reserves, would impose backbreaking demands on us. The time might come when the American high command would be obliged to ask the President the same question that Luftwaffe General Milch, before a map of Russia, asked Hitler when the Führer was wildly conjuring up a new offensive to offset the debacle of Stalingrad. "Where, my Führer," asked Milch, "are you going to get the masses to fill these spaces?"

What I have outlined above is what the Russian strategists might hope to achieve if war breaks out. Now let us see what, in the light of the foregoing, the U.S. should seek to do in Phase II. The hard facts of airpower, I am convinced, impose these four rules upon us for security:

1. The sea lanes must be kept open.
2. Control of the air over the North American continent must be held by ourselves and friendly nations.
3. There must be in existence, in a state of constant readiness, a strategic air force powerful enough to deal a critical, if not a mortal blow in immediate retaliation to an aggressor.
4. We must have access to outer bases from which to project our airpower in the decisive struggle for air supremacy.

The importance of keeping the sea lanes open hardly requires further discussion, although the size and composition of the forces required to accomplish the Navy's time-honored major function may well be subjected to critical analysis.

The Navy-Air Force argument

HERE we come to the crux of the airman's difference with the Navy. When airplanes could not cross the ocean spaces with an effective bomb load, the Navy, naturally but illogically, came to think of the ocean air spaces as its own special province. Indeed only 10 years ago the only long-range bomber force on the Atlantic coast—part of the Army Air Corps—was forbidden to operate, even for training purposes, more than 100 miles offshore.

The instant the land-based bomber was able to cross the oceans any justification for making the shore line the dividing line between Air Force and Navy jurisdiction over airpower should have disappeared. What happened instead becomes apparent when one looks at the current naval attitude on airpower. From opposing the long-range bomber, on the ground that it was strategically unimportant, the Navy is now feverishly engaged in developing its own ocean-based counterpart. In fact the new 65,000-ton carrier, far from being designed for the traditional Navy role of control of the seas, appears to be merely a highly vulnerable ocean platform for the launching of a few bombers against enemy industrial centers.

Airpower has thus made its final convert. The long-standing conflict between the Navy and the airmen, which began as a debate between airpower and seapower, has devolved into a jurisdictional dispute within the department of defense over splitting up the nation's total airpower. In effect the Navy is attempting to create a second air force.

The idiosyncrasies of military accounting make it impossible to obtain more than a rough estimate of the total cost of U.S. airpower. If this year's appropriations for the Air Force are added to what the Navy will probably spend on aviation, the figure is on the order of \$8 billion, or more than half of the national defense budget.

When so much remains to be done to provide a truly balanced

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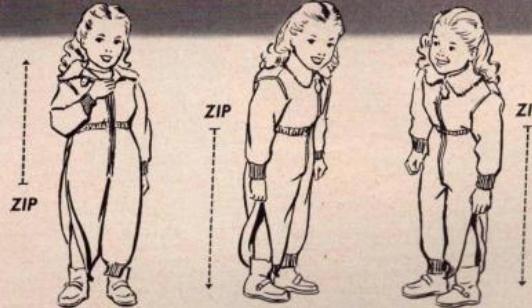


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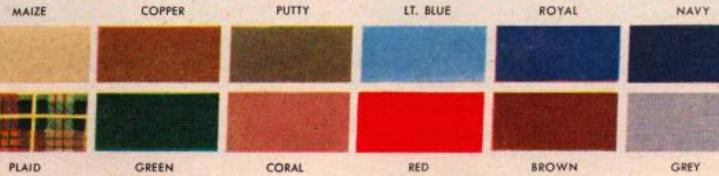
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REFUELING IN MID-AIR, demonstrated above by British planes, greatly extends range of bombers, also permits safer take-offs with lighter fuel loads.

AIR WARFARE CONTINUED

military structure around the core of one air force, can the country afford two? This is perhaps the most vital question which must be answered if the American people are to have maximum defense for the money spent.

The penalty of duplication does not stop at the dollar cost nor the cost to our diminishing natural resources. In a period when events demand a dynamically progressive unification of the armed forces, competition between the two services makes for a debilitating divergence of effort. If we should one day be rushed by an enemy who had farsightedly put his airpower under centralized direction, this disunity might well bring us to military disasters that would make Pearl Harbor seem insignificant.

The seeds of the trouble lie partly in the professional military man's education. Since their founding, the military services of the U.S. have cherished their separate traditions and have operated with respect to each other in that spirit of competitive rivalry which is inherent in the American character. But in our military establishment the cold disciplines of science and technology today demand a corporate detachment and an imperviousness to any sentiment except devotion to the national interest.

If we cannot bring ourselves to resolve the conflict and achieve true unification, then Phase II warfare might put a period to the argument—the period of catastrophe.

What we need for defense

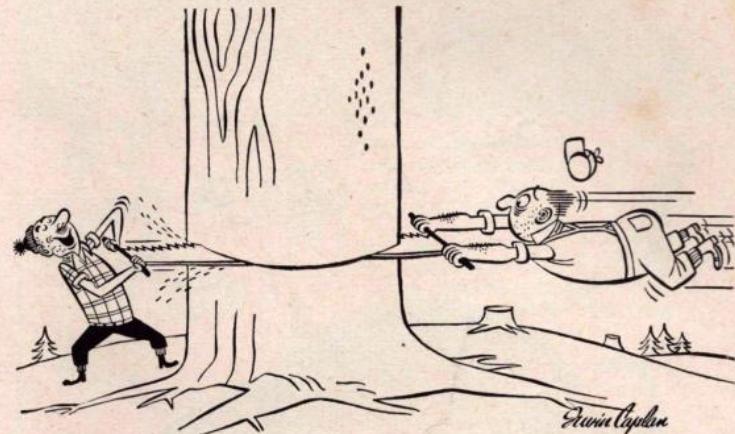
THE second rule of security—that control of the air over our continent must be held by ourselves and by friendly powers—is valid even though one accepts the proposition that we cannot entirely ward off an air attack. A good defense organization could minimize the effectiveness of a raid and to this extent help determine the course of war.

The defense forces we need will total well over 1,000 fighter planes, requiring many thousands of men in crews and service units. Their effectiveness in turn will depend upon a radar network of continental scope. Such a network system, comprising several hundred stations, is now in preparation. When coupled with Canada's radar network it will provide a warning system extending in depth from the Arctic approaches to the oil fields of Texas.

Yet this is only the beginning of the measures to be taken for defense. We must remember that Germany, at the height of the Allied air offensive, was forced to employ something like one million men and women in ground defenses of one kind or another ranging from antiaircraft batteries to panic prevention groups.

The third rule of security—maintenance of a counteroffensive force—means that our air fleet must be kept modernized and at full strength.

I have already stated my opinion that such caution as Russian policy may have revealed in Europe arises primarily from the Soviet fear of the combined air strength of the Western nations. Airpower alone makes our present position in Berlin at all tenable.



"What a breakfast, Mike. Bananas, cream and Wheaties!"

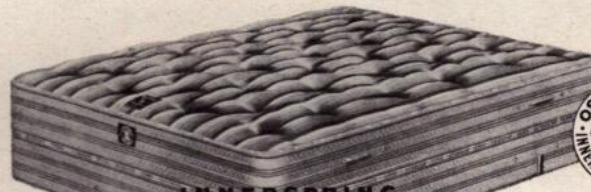
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Eyes dead tired? Feel like you can't keep them open?—can't go on working?—can't enjoy yourself? Then give your eyes a quick, refreshing rest with Murine.

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Murine is a scientific blend of seven ingredients. Murine gives tired eyes that wide-awake feeling in just a few seconds. Put two drops of safe, gentle Murine in each eye and feel the blessed relief from the discomfort of tired eyes.

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NEW YORK

AIR WARFARE CONTINUED

Remove the Western air forces and the atomic bomb from the scales of military power and almost nothing remains to balance Russia's military weight in Europe. However if at some point during Phase II our air force ceases to overawe, then war may break out. If that happens we must be prepared not only instantly to counter the opening flash blow against us with at least an equally stunning blow, but also to follow with a decisive strategic air attack. Otherwise we would allow the enemy to recover and go on with the full development of his war plans. Therefore the American force in being, the hard core of which is to be provided by a 70-group air force, must be backed by a vigorous aircraft industry capable of meeting the demands of battle.

The fourth rule of security, concerning outlying air bases, brings us to the key problem of air strategy: the problem of range.

Air strategy begins with airplane ranges. Airplane ranges determine the location of bases. The proximity to the target of the bases under one's control fixes the weight and rhythm of the attack.

When the strategic air war was initiated in Europe the limits of action were fixed by the B-17's 750-mile radius of attack—not enough to bring all the principal targets of Central Europe within reach until the Foggia airfields in Italy had been added to those in Britain. By the end of the Pacific war the radius of our bombers had been doubled, allowing the airmen to carry the war against Japan from the Marianas, 1,500 miles away. The radius of the postwar B-29 is more than 2,000 miles, and we may expect that bomber speed and range will continue to increase rapidly.

But even with substantial gains in reach, American strategic air-power, unless it is to operate at only a part of its potential strength, will continue to need access to outer bases. For this reason Western Europe, North Africa and the Middle East are now the most significant strategic areas on the American airman's globe. The question of our access to these regions may someday become a life-or-death question.

The struggle for control of the air

AT present we could send an effective retaliatory strike against Russia from our own hemisphere if we refueled the combat-loaded bombers in the air from tanker planes, thus enabling them to return to their home bases after hitting their targets or continue on to other areas under friendly control. But we must still count on moving our airpower into forward-base areas for the decisive action. Only from forward air bases could the mass of American air strength, including fighters, gain control of the enemy air space. And not until we have won this control could we be absolutely sure of the outcome of a war. Once such air supremacy is ours, however, victory would be assured, for no nation can long survive the free exploitation of its air spaces by an enemy.

Airpower alone could not seize the bases necessary to the development of the decisive attacks—airpower alone could not hold them. Only ground and sea forces, in combination with air forces, could secure, hold and support the bases we would need. Therefore at least as long as Phase II lasts, ground and sea forces remain indispensable supporting instruments in the struggle for mastery of the air.

In the current period of cold war, air bases have the same strategic significance that naval bases had in the last century. British domination of the seas in the age of steam derived its flexibility from the chain of bases and coaling stations linked together across the seven seas. Clearly if the U.S. in this era of international friction is to be able to bring into play its potential airpower, it must construct a similar global framework of bases. The American citizen will certainly not sanction a base-collecting program in the spirit of 19th Century imperialism. Yet world peace, no less than our own security, demands that American diplomacy find without delay some formula acceptable to the world community which will allow American airpower access to essential base areas. Some may rebel at the thought for it is certain to put to a severe test our capacity for statesmanship, our patience and our powers of persuasion. But for those who dread the consequences of our further involvement in the outer world, history offers a comforting precedent. In modern times the most prolonged era of general peace coincided with the development of a dominant seapower using a world system of bases.

Since airpower is continuously in evolution, responding instantly to the advances of many sciences, great flexibility is possible within the framework of any plan for bases. So simple a mechanical development as the substitution of a caterpillar-track landing gear for the conventional wheel landing gear promises to revolutionize the whole concept of strategic air geography. Today strategic airpower rests upon hard-surface runways. But the cater-

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American Greetings

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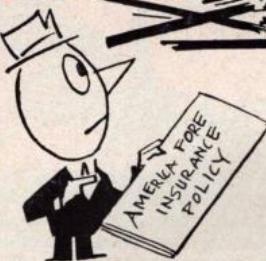
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Now it will save
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by don herold



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An insurance policy may cost you only \$10 or \$20 or \$30, but—in case of loss—it may suddenly become worth \$10,000 or more to you.

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So don't buy insurance sloppily. Buy it with care. Buy it of a local agent or

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CATERPILLAR-TRACK LANDING GEAR permits take-offs and landings on unprepared surfaces, does away with need for hard runways. This gear has been tested successfully on a troop carrier (*above*) and on a light bomber.

AIR WARFARE CONTINUED

pillar gear may free the bomber from its dependence upon such elaborately prepared surfaces. Medium-weight airplanes that are so equipped have already operated from soft turf and farmlands.

There is another point to be made about the nature of Phase II air war. Our primary targets in Russia would of course be their major industrial centers, just as the Russians would first seek to paralyze our industrial centers. The very nature of the Russian industrial system, developed entirely under state planning and with the contingency of war uppermost in the minds of the planners, would help us considerably. The Five-Year Plans have been placing much of the new heavy industries behind the Urals [see map in LIFE last week]. Here, it was thought by the Soviet planners, the old factor of space would shield them from attack.

But space is no longer an effective shield. Now an attacker would not have to plod laboriously and bloodily along the Minsk-Smolensk-Moscow road to strike at the Russian vitals. The air offers a direct, operationally feasible route for a determined attacker to knock out the industries that it has cost the Russians so much to create.

No one has become more acutely conscious of this than the Russian strategists. Iron and steel plants for example, which were once concentrated in a few major producing areas, have now been well dispersed. But the demands of the past war and of subsequent peacetime economic pressures have brought about an increasing degree of concentration in the Russian machine-tool industry and to a certain extent in the auto industry as well—a concentration which the Russians themselves lament. It is possible that other industrial facilities, of equal or perhaps greater significance as air targets, would prove to be inadequately dispersed in the event of war.

The evils of centralized planning

THE Russian industrial system suffers also from concentration of another kind. The Russian aircraft industry has been well dispersed throughout the country, but the individual airframe factory usually performs in one spot all the operations which, in the case of a U.S. firm, would be subcontracted to a great number of major and minor manufacturers located elsewhere. Thus an effective raid on a Russian aircraft production center would do more damage and keep plane production down longer than a raid on a similar U.S. plant.

Our free enterprise system, in other words, seeking efficiency through decentralization, has innocently achieved a far more effective dispersal of industrial machinery throughout the nation than the plan-bound Russian state machinery. How far decentralization has progressed in the U.S. may be judged from the fact that more than 50,000 companies were listed as essential war industries in the WPB Controlled Materials Plan.

So in the first trading of blows we would theoretically have a better chance to deliver the more devastating, if not the mortal, blow. This initial advantage should be of great help in carrying us to final victory.

On the whole, therefore, our prospects of surviving a war in Phase II as a free nation are good—if we adhere scrupulously to

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Join this plan. Help **TEXSUN** donate
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TEXSUN joins with **CARE**,
in plan to ship this vital
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HOW PLAN WORKS—You buy 3 cans of Texsun grapefruit juice today. Tear off labels. Fill out coupon at bottom of this page. Mail 3 labels and coupon to Texsun. Texsun will, then, give CARE one can (No. 2 size—18 oz.) of grapefruit juice. CARE gives this juice to orphans in Europe and YOUR NAME goes to Europe in the package of juice. You send NO MONEY. You buy nothing extra. Just send labels and coupon to Texsun.

YOU MAY SEND MORE THAN 3 LABELS with each coupon. Send your **TEXSUN** labels EVERY TIME YOU BUY GRAPEFRUIT JUICE. Texsun, through CARE, will send 1 can of juice for every 3 labels to the hungry orphans of Europe. **HELP TEXSUN SEND A MILLION CANS OF JUICE TO THESE HUNGRY ORPHANS.**

CHILDREN ARE HUNGRY! In Europe children are suffering. One of the foods these underfed youngsters need most is grapefruit juice with its Vitamins C, G, Bi. Texsun Citrus Exchange—with YOUR HELP—will donate a million cans of grapefruit juice to CARE to give to these children in Europe. CARE endorses this plan.

AN INVITATION TO OTHER AMERICAN FOOD PRODUCERS—**TEXSUN** invites all other food producers and citrus growers to join with CARE in helping these hungry youngsters.

What is "CARE"?

CARE means "Co-operative for American Remittances to Europe, Inc." CARE is the non-profit and Government-Approved agency that has delivered more than 100 MILLION pounds of food packages abroad. CARE guarantees delivery. IF YOU WANT TO DO MORE—Write to CARE: 50 Broad Street, New York 4, N. Y. CARE is endorsed by President Truman, Herbert Hoover, General Eisenhower, Mrs. Roosevelt, William Green, Philip Murray, and others.

TEAR OUT COUPON...NOW! Help feed a hungry child this easy way...TODAY!

I am sending 3 **TEXSUN** grapefruit juice labels with this coupon. You will give to CARE for shipment to a European Orphan 1 can (No. 2 size—18 oz.). MY NAME goes to Europe with the juice.

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IMPORTANT NOTE: If you send MORE than three labels mark how many here _____. Texsun will send 1 can for each 3 labels. Send as many labels as you wish. Your grocer has extra coupons. If he is out of coupons you may send labels with a note or letter. Texsun can NOT acknowledge your labels—but you may receive a letter from the grateful orphan you help.

(Offer expires October 1, 1948)

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TEXSUN *Just naturally sweeter*
Grapefruit Juice
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Earl Blossom
ASK FOR
MACMILLAN
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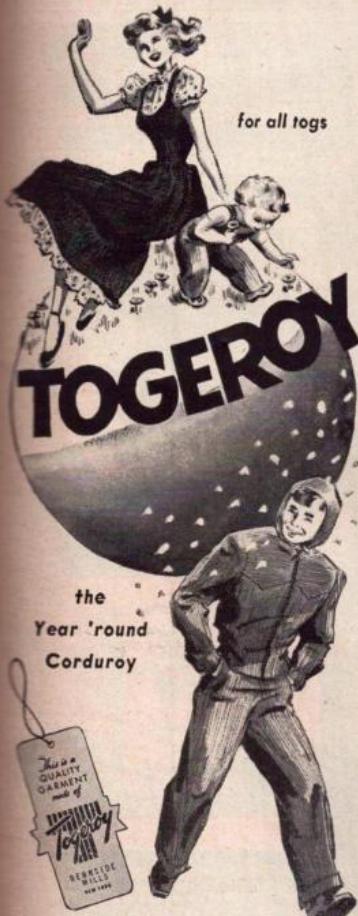
AIR WARFARE CONTINUED

**Sign of a
GOOD EATING
place**



on the
table!

57



the four rules of security imposed upon us by the principles of strategic air warfare.

It is much more difficult to conjecture about a war in Phase III.

This phase will be marked by the introduction of truly intercontinental air weapons. One such weapon might be a transoceanic guided missile equipped with an atomic warhead. Another could be a supersonic bomber with a range that would permit it to take off from a home base in the continental U.S., fly to any point in the world to bomb its target and return. Both appear to be quite within engineering feasibility, provided immense outlays for further research continue to be made available.

With the development of supersonic bombers with a global range, our dependence on outer bases would largely disappear; simultaneously the strain upon our diplomacy would lessen. Since war could then be waged against any part of the world from our own hemisphere, overseas logistics problems would evaporate, and our military interests in the outer world might be confined to raw materials.

Fascinated by the vistas of sheer mechanical efficiency opened up by intercontinental war, some thinkers argue that we can ignore the defense measures necessary for Phase I and Phase II and concentrate our inventive and technical resources upon the development of global bombers, guided missiles of transoceanic range and other Wellsian, Phase III paraphernalia. But this is a dangerous argument. A potential enemy might find Phase II, or even Phase I, more to his liking as a time to strike at us suddenly—and if he catches us off balance then, no blueprint of the weapons of a world yet to come could save us from disaster.

The Germans and the Japanese are the only peoples in the world who have had the full meaning of airpower brought home to them. In the last war they learned what it meant to lose control over their own air spaces. Most of the men in charge of Allied policy only dimly perceived what was happening. Yet from the middle of the war the ever-increasing destructiveness of airpower, which at Hiroshima burst upon the world with apocalyptic suddenness, was visible for those with eyes to see.

A multiplier of destruction

MORE than 40,000 people were killed in the British attacks upon Hamburg in July and August, 1943. In the great March 1945 attack on Tokyo 125,000 people perished and 75,000 more were rendered homeless in a single night by some 3,000 men in only 279 airplanes. Three attacks within 15 hours wiped out Dresden and buried perhaps 60,000 in its ruins. These terrifying magnitudes of destruction were brought about by airpower with only the conventional high explosive bomb.

The destructive power of the present atomic bomb, measured by military standards, has been exaggerated by laymen. Yet the fact remains that it injects a multiplier of destruction into the effectiveness of each bomber on the order of hundreds to one. Wars that might otherwise last years may be ended in weeks, perhaps days. And campaigns that would otherwise cost the lives of hundreds of thousands of soldiers and sailors may now be the work of a few hours by a few men. Much that would have been impossible becomes possible with the atomic bomb.

What potential aggressor, with the world to win, would pass up such a weapon? The only realistic answer, I think, is that the bomb would be used.

Where, then, do we stand?

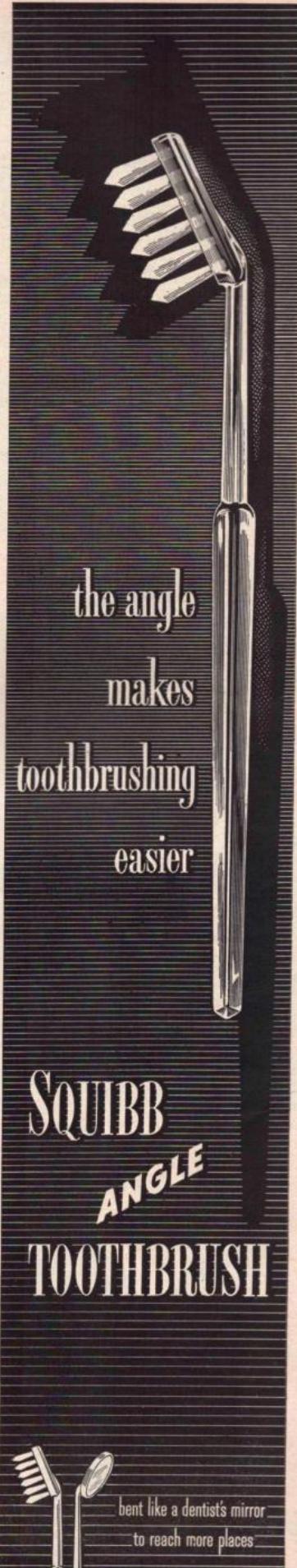
In Phase I—from now until approximately the end of 1952—we have nothing to fear except the possibility of a war which, given resolution and faith, we would win. Lacking an adequate strategic air force, the Russians could not hurt us fatally, while we could carry the war to any part of their country, though not without difficulty and at great cost.

In Phase II, when the Russians have the atomic bomb and even a moderately efficient long-range air force, they would certainly be in a position to hit us hard, if so disposed. But if we can count upon a system of outer bases our airpower would be decisive in the end result.

Phase III? Here we reach the period of imponderables, a period in which military defense measures may become meaningless. To understand why this is so we need to look back at the road we have traveled.

During World War I each side inflicted appalling human slaughter on the other. The world nevertheless recovered, with a speed that now seems incredible. But World War II has left the Germans wandering numb and despairing among the rusting wreckage of what was once Europe's greatest industrial system.

The difference lies in the increased destructiveness of wars



AIR WARFARE CONTINUED

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waged by airpower and with unconditional surrender as the political formula. In the last war we smashed not merely military machines but entire economies. So far-reaching was the devastation that when the shooting was over we were obliged, in the interest of reviving the minimum conditions of international stability, to start pouring out billions of dollars to restore the productive capacity we had just spent billions to destroy.

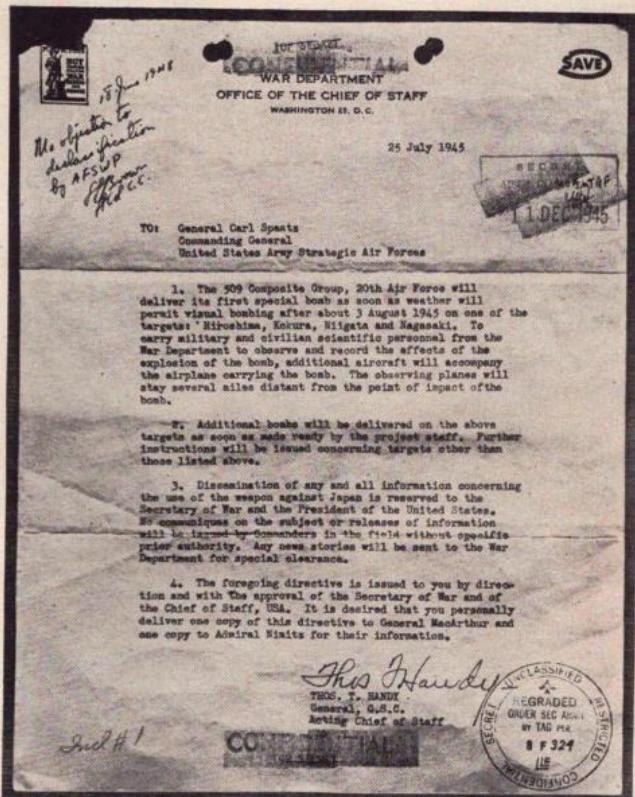
The destructiveness of a Phase II war would dwarf anything yet seen. And a push-button war in Phase III might end in the obliteration of both sides, "victor" and "defeated" alike.

To the present postwar crisis we Americans, with our unmatched airpower and our policy of unconditional surrender, have been heavy, if unwitting, contributors. In Germany we ruined an industrial and commercial complex that must be rebuilt if Europe is ever to stand on its own feet again. In Japan we persisted in carrying the war to the home cities of an already beaten enemy. Yet powerful groups in both countries had long before the end recognized that their war was lost. Had we been able to solve this basic human problem, which lay in the realm of politics, the war might have been brought to a satisfactory end before both countries had been hammered to almost irretrievable ruin.

This human, political problem is still with us. We can look to military measures for our security in Phase I, and probably in Phase II. Assuming that we keep our present lead in technical skill and in industrial equipment, we may expect with some assurance that even a Phase III war would find us the "victor." But what sort of victory would it be, and what would be its rewards, if it required the destruction of half the world?

Clemenceau once said that the conduct of war is too serious to be entrusted to generals. The airman at this stage might ask: Are wars not also too serious for politicians? Knowing the unlimited destructive power of a modern industrial state, we must think of our military might as a necessary but no more than temporary prop to our civilization.

When the statesmen of the world have perfected some political formula for replacing war between nations, we will no longer have to maintain the most powerful air force in the world. And unless the good society is able to produce such a political formula an atomic war may end in the most tragic of paradoxes: the good society, in attempting to destroy evil, may destroy itself.



TOP SECRET ORDER to drop atomic bombs, text of which is here published for the first time, lists four target cities; Kokura and Niigata were spared by Japanese surrender. The decision to issue order was made at the Allied conference then meeting at Potsdam. Handy, who signed order as Acting Chief of Staff in Marshall's absence, personally delivered it to Spaatz in Washington.

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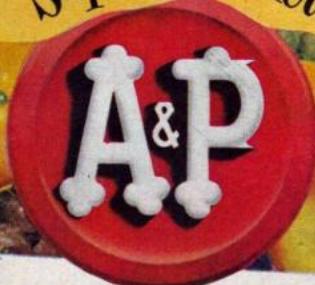
When you market at A&P, you shop as *you* want to . . . buying what *you* wish and selecting what best meets the price you want to pay. For example, you don't get just a *kind* of meat. Instead, you pick a cut to suit your purpose and your purse. And you don't just get a can of fancy-quality tomatoes for a sauce . . . rather, you choose a less costly grade because you know it will serve your purpose equally as well. And

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Maryland Chicken Fry

(Serves 6)

Maryland Fried Chicken
Corn on the Cob
Tossed Green Salad
Iced Tea
Fresh Fruits

MARYLAND FRIED CHICKEN

Cut 3 pound frying chicken into serving pieces. Wash. Sprinkle with salt and pepper. Combine 2 tsps. paprika, 1 tsp. baking powder and $\frac{3}{4}$ cup flour. Dip chicken into seasoned flour. In a heavy skillet melt fat to depth of $1\frac{1}{2}$ inches. Cook chicken until brown. Remove to covered frying pan or Dutch oven and bake in moderate oven, $350^{\circ}\text{F}.$, 30 to 40 minutes. Turn occasionally during baking.

Menu and recipe tested and priced by A&P Test Kitchen. *Costs based on average prices in A&P Super Markets at time of going to press.





AS EAGER CALIFORNIA CHILDREN CAST A BANQUET OF WORMS INTO WADING POOL AN UNCOOPERATIVE SCHOOL OF BLUEGILLS HEADS FOR DEEP WATER (2½ FEET)

Life Goes to Huck Finn Day

Dressed as characters from Mark Twain, young Southern Californians hook into their first mess of fish

In Southern California, where everything else from oranges to incomes is outsize, the fresh-water fish are puny. During the summer, in fact, some streams have neither fish nor water and under these circumstances Southern California children might never learn to fish. The town of Huntington Park, however, has met this problem by

instituting an annual Huck Finn Day at which youngsters up to 15 can get a taste of the Mississippi boyhood enjoyed by Mark Twain's characters.

As this year's celebration began on July 17, the Huntington Park Junior Chamber of Commerce was ready with prizes, fishing instructors and 600 imported bluegills, crappies and catfish. Equally

ready, as the fish were dumped into the wading pool above, were 800 children, mostly decked out in Huck Finn and Becky Thatcher costumes. Twenty-month-old Denny Van Vliet (cover) and 3-year-old Randall Armstrong (next page), wearer of the prize-winning costume, even sported artificial freckles. Neither of them caught a fish however.



*Joan Caulfield
starring in
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"LARCENY"
says—*

"My Rufus—formally known as Lord of Glendale—is the most beautiful dog I know, with bright clear eyes, silky coat, and strong body. I follow the experts' advice and feed Rufus Friskies."



*"AS A PROFESSIONAL
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I HAVE FED MY DOGS
FRISKIES FOR YEARS"*

says BOB ZACHO, well-known breeder, handler

DOG MEN SAY:

"Feed Friskies"

BOB ZACHO of Hollywood is one of many leading breeders, trainers and veterinarians who feed their dogs Friskies exclusively. Friskies is a complete dog food, scientifically balanced for total nourishment. Dogs love Friskies, for its "meaty" smell

and taste. As Mr. Zacho says: "The fact that Friskies also happens to be so economical is a lucky coincidence for us." Friskies costs less than half as much to feed as most canned dog foods. Let your dog prove these important facts...feed Friskies!



SOFTHEARTED CONTESTANT WINCES AS HE PUTS THE HOOK TO A WORM



"BEST DRESSED" HUCK FINN, RANDALL ARMSTRONG, 3, INSPECTS A FISH



PANICKY FISHERMAN HOLDS CATFISH OUT FOR INSTRUCTOR TO UNHOOK



"Just what we've been waiting for" . . .

So runs the warm and friendly greeting that Mount Vernon gets these days where people group for pleasure . . .

Because this world-famous brand strikes just the right note for the utmost in cheer:

Right taste—*light!* Right price—*low!*

Mount Vernon's taste-pleasing smoothness and truly sensible price are just the good news in fine whiskey you've been waiting for!

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BRAND
WHISKEY • A BLEND



86 Proof—72½% Grain Neutral Spirits. National Distillers Products Corporation, New York, N. Y.

"Chesterfields make a hit
with me because they're Milder"

William Bendix

Starring as *BABE RUTH* in
"THE BABE RUTH STORY"

A ROY DEL RUTH PRODUCTION
AN ALLIED ARTISTS PICTURE



WHY... I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

I am at the auction sales practically every day and Liggett & Myers buy the best cigarette tobacco grown in this section.

I am a Chesterfield smoker. So put me down for that. It's a good cigarette and I like it.

D.T. McLawhorn
FARMER - WINT

FARMER-WINTERVILLE, N.C.

Always Buy CHESTERFIELD

ALWAYS MILD

BETTER TASTING

COOLER SMOKING